MARCH 16, 1953

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

RADIO 50,000 WATTS 830 KC WCCO CBS

MINNEAPOLIS • ST. PAUL

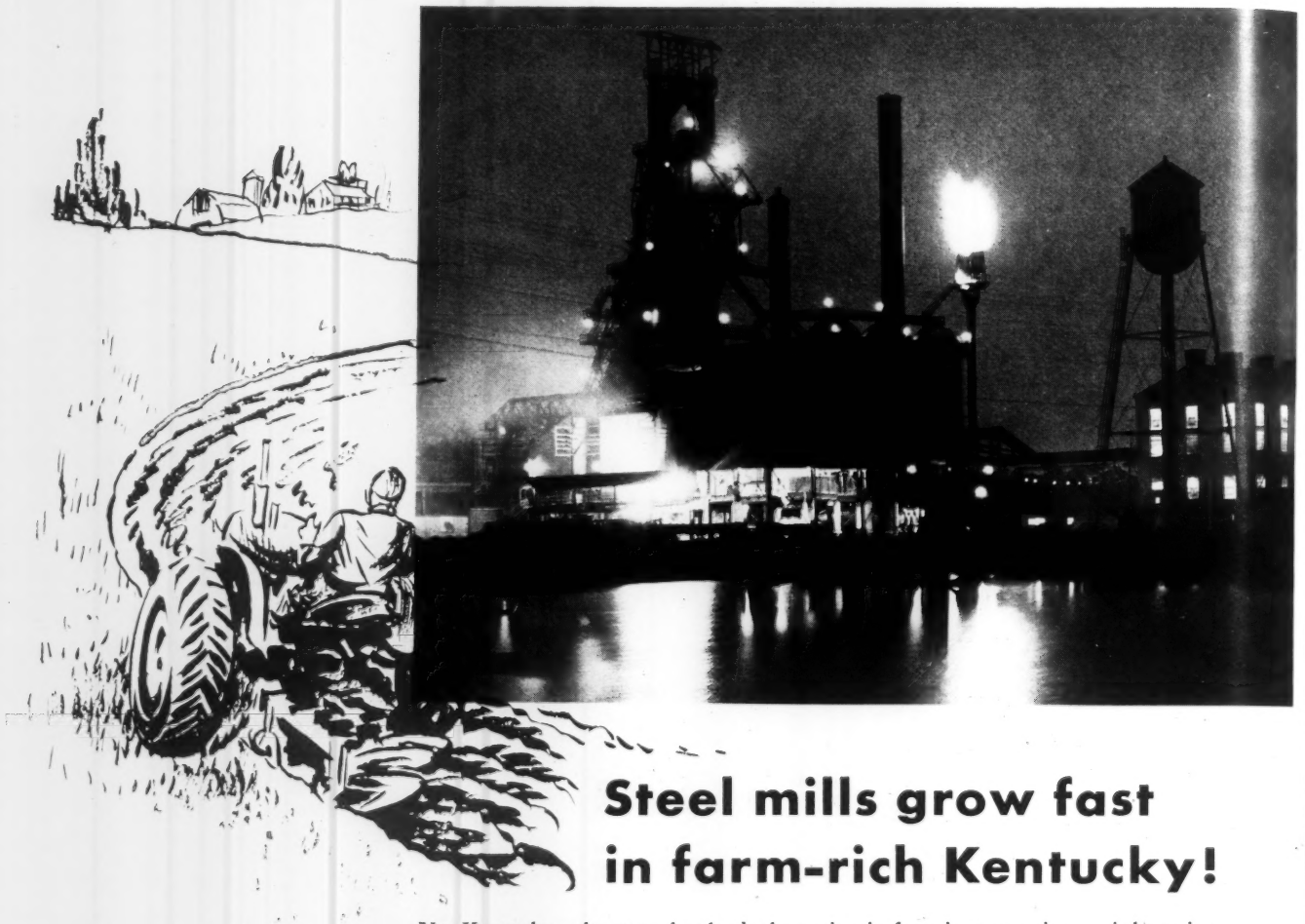
100,000 WATTS TV Channel 4

National Representatives
Radio Spot Sales

National Representatives
Free and Peters

XUM

# Go where there's GROWTH...



## Steel mills grow fast in farm-rich Kentucky!

Yes, Kentucky—the state that leads the nation in farm income gains . . . is booming in *steel production,* too. At Owensboro, Green River Steel Corp. is building a new $14,500,000 plant. Newport Steel Corp. is expanding its Wilder plant by $22,460,000. And Armco Steel is spending $36,000,000 in plant expansions at Ashland. Kentucky's 1939 production of all primary metals totaled $45 million. The 1951 production soared to $218 million!

# Go where there's GROWTH...

## GO WHAS!

*No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.*
*—"Benson and Benson"*

CBS
WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Henry I. Christal Co., New York, Chicago, San Francisco

Publish
tional

XUM

# a missed putt CAN LOSE THE GAME..

*But...*

## YOU CAN ALWAYS BREAK PAR with WICU TV

### CHANNEL 12, ERIE, PA.

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

**ERIE, PA.—WICU-TV**
*Headley-Reed Co.*

**ERIE, PA.—WIKK AM**
*H-R Co.*

**ERIE, PA.—THE ERIE DISPATCH**
*Reynolds-Fitzgerald, Inc.*

**MASSILLON, OHIO—WMAC-TV**
*Now under construction*

**TOLEDO, OHIO—WTOD AM**
*Headley-Reed Co.*

**ORLANDO, FLA.—WHOO AM-FM**
*Avery-Knodel, Inc.*

**COLUMBUS, OHIO—WTVN-TV**
*Headley-Reed Co.*

WICU is one of the great VHF stations in the nation! The winner of top TV Merchandising Awards—all four networks—outstanding local programming . . . The only television outlet in Pennsylvania's Third City, WICU-TV Channel 12, is the buy for you. If you want to break par in the Erie Market, investigate WICU-TV. Then, just ask your Headley-Reed Co. man.

★ RADIO
★ TV
★ NEWSPAPER

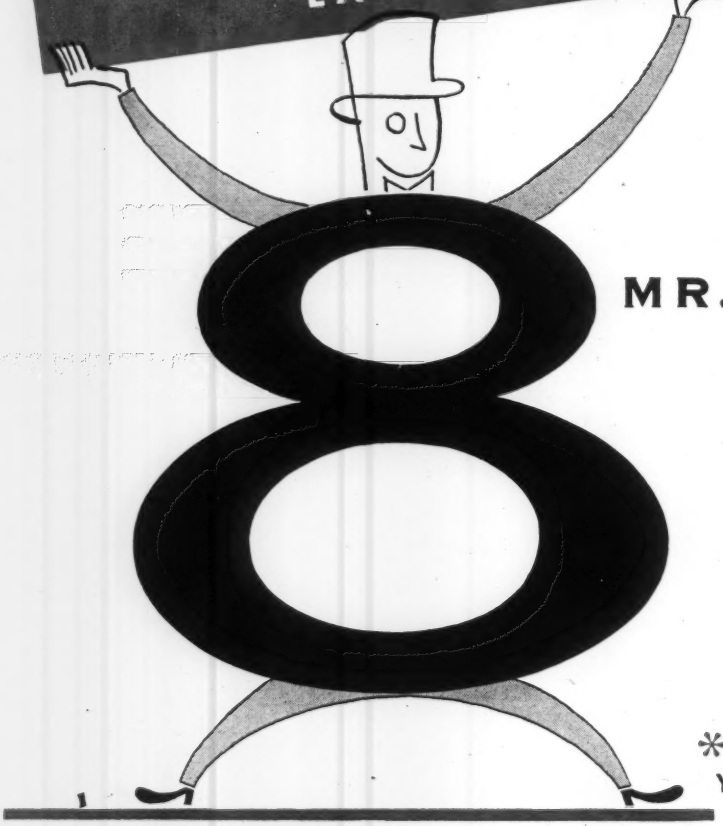
EDWARD LAMB Enterprises INC.

*New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio*


Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# WGAL-TV
## LANCASTER, PA.*



## MR. CHANNEL 8

symbol of WGAL-TV's increased power, gives advertisers larger coverage, bigger audience, greater sales potential in WGAL-TV's rich Pennsylvania market area through network and locally-produced programs.

* rich market includes Harrisburg, York, Lancaster, Reading, Lebanon.

*LOCAL AND NATIONAL* participating sponsors of WGAL-TV's "From the Kitchen Door" now get the benefit of this great new Channel 8 power increase. All advertisers using WGAL-TV see their profit view enlarged. Among the many national advertisers sponsoring locally produced shows are:

| | |
|---|---|
| SEALY MATTRESSES | R.C.A. |
| FORD | MEGS MACARONI |
| ANACIN | SCHAEFER (BEER) |
| AMAZO | INTERNATIONAL HARVESTER |
| TRACEY KITCHENS | CALORIC RANGES |

Represented by

**ROBERT MEEKER ASSOCIATES**

New York Chicago Los Angeles San Francisco

**WGAL**
AM TV FM
A Steinman Station
Clair R. McCollough, Pres.

# closed circuit

DESPITE ANOTHER week of silence on FCC chairmanship, elevation of Rosel H. Hyde is still regarded imminent. No word forthcoming since Mr. Hyde had half-hour audience with President Eisenhower March 6. It's thought that administration seeks graceful retirement of Democratic Chairman Paul A. Walker prior to announcement in order to enable it to fill both commissioner vacancies (Chmn. Walker and Eugene H. Merrill, Utah Democrat) coincident with Mr. Hyde's elevation. If Walker move fails, he might be allowed to remain until completion of his term June 30.

★ ★ ★

MEANWHILE speculation persists on FCC vacancies. Those most prominently heard are Charles Garland, KOOL Phoenix, and J. Paull Marshall, attorney and member of Maryland House of Delegates. But there's still thought that one of the two new members will be a common carrier expert and in this regard such names as Wisconsin Public Utility Commission Chairman John C. Doerfer, and Jerome K. Kuykendall, chairman of Washington Public Service Commission, are mentioned.

★ ★ ★

PURCHASE OF KULA Honolulu for $300,000 by group headed by William B. Dolph, executive vice president of American Broadcasting Stations Inc., consummated in Los Angeles last Friday. Dolph group expected to include stockholders in KJBS San Francisco and WEMP Milwaukee. Purchase, subject to usual FCC approval, is from A. L. Glassmann, Utah broadcaster (KALL Salt Lake City, KLO Ogden) 40%; Robert H. Hinckley, AB-PT Washington vice president, 32%; Jack A. Burnett, KULA manager, 16%, and Mayos of Rochester, Minn, 10%. KULA is applicant for Ch. 2 on which there is contest, but outlook is improved in light of KONA (TV)-KGU-KPOA transaction involving Chs. 4 and 11 (see page 63). Mr. Dolph and Herbert L. Pettey, his brother-in-law and formerly of WMGM New York, sail for Honolulu today.

★ ★ ★

TEXAS CO., New York (Texaco), which will drop its three-out-of-four sponsorship of Milton Berle show on NBC-TV (Tues., 8-9 p.m. EST) at end of this season, expected to remain in TV next year but on regional and spot basis. Meanwhile Buick Motor Co. and Kudner Agency (agency for both acounts) are negotiating on possibility of motor firm picking up rest of Berle shows next season. Buick now sponsors one of every four.

★ ★ ★

FCC, *en banc*, had another tooth and toenail session last Thursday on split ownership (time-sharing, marriages, etc., as well as multiple ownership in TV and overlap). Comr. Eugene H. Merrill carried ball for stringent policy changes but FCC proceeded to approve Rochester TV half-time applications of WHEC-WVET on Ch. 10 by 3-2 vote, with Chmn. Walker and Comr. Merrill voting to defer action.

★ ★ ★

MEDIA DEPT. of Ted Bates Inc., New York, understood to be re-evaluating its clients' radio and television budgets on basis of Nielsen Coverage Service.

★ ★ ★

FIRST INVESTIGATION by FCC of alleged "blackmail" in seeking to block unopposed TV grant understood completed with report due to be submitted to FCC within fortnight. Robert D. Leahy, FCC's top field investigator, was assigned task which carried him half-way across country from Arkansas to Nevada. Identity of parties won't be revealed until FCC formally takes action, which may see automatic grant of "blocked" applicant, with Dept. of Justice consulted on possible prosecution.

★ ★ ★

CARTER PRODUCTS, N. Y., through Ted Bates Inc., signs to co-sponsor *The Plainclothesman* on DuMont, Sun., 9:30-10 p.m., with Larus & Bro., effective April 1. Budget came from cancellation of Drew Pearson show on same network [B•T, March 9].

★ ★ ★

DREW PEARSON, since cancellation of ABC network show, considering syndication of weekly commentary for national distribution via tape. He is checking possibilities following reported inquiries that his show be continued. He has previously broadcast live network only.

★ ★ ★

AT LEAST one network—CBS—has come forward to refute charges that it looks with disdain upon uhf TV and is interested only in aligning vhf affiliates. Data presented to FCC last week informally indicates that since lifting of freeze and resumption of licensing last June, that network has aligned 26 vhf affiliates, 18 uhf affiliates and has working arrangements with four additional uhf's.

★ ★ ★

BROADCASTERS may want to take second look at Rep. Cliff Clevenger's (R-Ohio) suggestion that private broadcasters could do better, cheaper job handling Voice of America projects. He would abolish VOA [B•T, March 9]. Significance: Rep. Clevenger is chairman of House subcommittee on State Dept. appropriations, including Voice.

★ ★ ★

FCC SPENT last Thursday afternoon concocting proposed response to Feb. 20 letter from Chmn. Tobey of Senate Interstate Commerce Committee on what goes with color. Surprise was that letter previously hadn't been brought to attention of FCC by chairman's office until release last weekend of letter of Sen. Ed Johnson (D-Colo.), former chairman of committee, charging hinder and delay tactics in color TV (see page 50). Likely there will be more than one response, because of varying views of members.

## IN THIS ISSUE


### LEAD STORY

TV time sales in 1952 were $288.8 million, according to an analysis appearing in the TELECASTING YEARBOOK. *Page 27.*

### ADVERTISERS & AGENCIES

A dozen seasonal advertisers buy radio and TV times. *Page 28.*

Though some stations have objected to features of the General Mills spot saturation plan, more have agreed to go along, according to the agency. *Page 29.*

Harry Trenner, of the Weintraub agency, asks some questions of TV. *Page 30.*

### GOVERNMENT

FCC grants 29 TV stations, gets to end of "A" and "B" priorities. *Page 42.*

Color TV question may get another airing in Congress. *Page 50.*

### STATIONS

Four more post-freeze TV stations go on the air. *Page 59.*

KONA-TV Honolulu is closed down and will be sold—the first post-freeze TV station to be unloaded at a loss. *Page 63.*

### TRADE ASSOCIATIONS

Assn. of National Advertisers holds annual spring meeting this week. TV will be major topic. *Page 66.*

### NETWORKS

A rejuvenated ABC is bustling with new business and new projects. *Page 68.*

NBC-TV raises rates on TV production. *Page 70.*

### PERSONNEL RELATIONS

AFTRA boycotts WJBK-AM-FM-TV Detroit. Staff handles freelance jobs. *Page 72.*

### FEATURES

How TV boosted potato chip sales from third to first place. *Page 77.*

Tips on low-cost live programming for local origination. *Page 78.*

Radio moves furniture in Cedar Rapids. *Page 80.*

The threat to those tall television towers. *Page 84.*

Blueprint for a medium-size TV station. *Page 85.*

Complete status report on TV hearings. *Page 86.*


## UPCOMING

**March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.**

**March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.**

**March 21: Michigan Radio-TV Newsmen organizational meeting, Michigan State College, Lansing, Mich.**

**March 22: Electronic Manufacturers (with government contracts) meet under RTMA Technical Products Div. sponsorship, Roosevelt Hotel, New York.**

**March 23-26: Institute of Radio Engineers Annual Convention, Waldorf-Astoria Hotel, New York.**

***(For other Upcomings, see page 104)***



XUM

For 30 Years W
SOAP
WWL

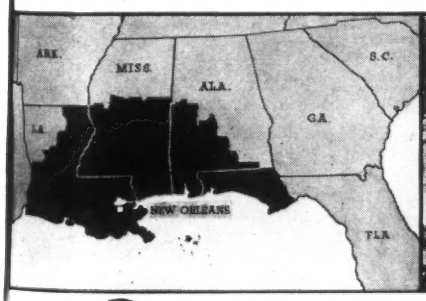
## WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

# Look what your advertising dollar buys on WWL:

**Coverage unsurpassed in the deep South**—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and **still unquestionably radio dominated.**

**The lion's share of Southern listeners**— built up over a period of 30 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. **Verified by highest ratings.**

**A liberal bonus** of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. **No other station South gives advertisers such all-out support.**



LET WWL, *the South's Greatest Salesman,* SELL THE SOUTH FOR YOU!

# WWL

**NEW ORLEANS**

50,000 WATTS **CBS RADIO AFFILIATE** CLEAR CHANNEL

A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY

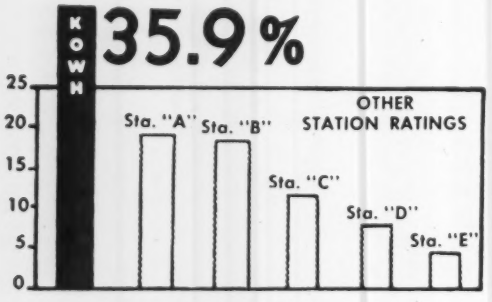
# All It Took was a Territory...

. . . To take a Tombstone poker pot. His money already wagered, gambler John Dougherty decided extra proof was needed of his hand's superiority. Leveling his pistol on the Territorial Governor, a spectator, John forced him to sign over a deed to the territory and used it as a raise.

"You win," grumbled his Texan opponent, "but only 'cause the Governor of Texas ain't here!"

Radio KOWH hesitates to make free with the Governors of Iowa and Nebraska, but feels the below Hooper, averaged for the 15 month period from Oct., 1951, thru Jan., 1953, proves clear title to the Omaha, Council Bluffs area.

Bet you'll find it profitable for your campaign!




- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Jan., 1953.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Jan., 1953.)

**Kowh**

**OMAHA**

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

# at deadline

## House Committee Will Probe Color TV

COLOR TV will be subject of hearing by House Commerce Committee, Chairman Charles A. Wolverton (R-N. J.) announced Friday. No date set but hearing will begin "as soon as we can get to it," Mr. Wolverton said. He made announcement during hearing by committee with FCC (see story below). House hearing will be held whether or not Senate Commerce Committee does same, New Jersey congressman said. He declared there was no thought of joint hearing. Senate Committee Chairman Sen. Charles W. Tobey (R-N. H.) said he would conduct color-TV hearing following public letter from Sen. Edwin C. Johnson last week (see story page 50).

Status of color-TV received rapt attention of House members when FCC Chairman Paul A. Walker, in answer to questions, recounted its history. Mr. Wolverton made his statement on calling hearing, following Mr. Walker's recitation. Mr. Wolverton said:

"The House committee feels that the public should be advised as to where we are on color television. Color standards were set by the FCC, but yet there is no color television for the home. What is withholding it from the market?"

Meanwhile, Paul Raibourn, Paramount Pictures executive in charge of television, in response to Johnson charges that advent of color TV was being stymied by manufacturers, said that color video is already here as far as he was concerned. He said NPA order barring mass production of color TV receivers (M-90) was only thing holding up commercial production of Lawrence tri-color tube. Lawrence tube is product of Chromatic Television Labs., half-owned by Paramount. From other sources it was learned NPA has considered revoking M-90, but no decision has been reached.

## NEW NARTB DIRECTORS

NINE new faces to appear on NARTB Radio Board starting with Los Angeles convention April 28-May 1 following elections completed late Friday [B•T, March 2, Feb. 16].

Final results of odd-numbered districts and at-large voting showed these directors elected: 1, Herbert L. Kreuger, WTAG Worcester, Mass.; 3, George H. Clinton, WPAR Parkersburg, W. Va.; 5, John Fulton, WGST Atlanta; 7, F. Ernest Lackey, WHOP Hopkinsville, Ky.; 9, Hugh K. Boice Jr., WEMP Milwaukee; 11, John F. Meagher, KYSM Mankato, Minn.; 13, Kenyon Brown, KWFT Wichita Falls, Tex.; 15, William D. Pabst, KFRC San Francisco; 17, R. M. Brown, KPOJ Portland, Ore.; large stations, John H. DeWitt Jr., WSM Nashville; medium, G. Richard Shafto, WIST Charlotte, N. C.; small, Edgar Kobak, WTWA Thomson, Ga.; FM, Ben Strouse, WWDC-FM Washington.

Re-elected were Messrs. Kenyon Brown, DeWitt, Kobak and Strouse. Unopposed were Messrs. Lackey, Boice, Kenyon Brown and R. M. Brown. Messrs. Meagher and Shafto have served on board in past years.

## Repurchase of KING Stock

REACQUISITION by Mrs. A. Scott Bullitt of 25% stock ownership of Hearst Radio Inc. in King Broadcasting Co. (KING-AM-FM-TV Seattle) for $450,000 cash consummated last Friday. Hearst Radio Inc., in June 1951, had purchased interest for $375,000. Mrs. Bullitt is president of KING. Otto P. Brandt, vice president-general manager, announced repurchase.

## COMMON CARRIER QUESTION RAISED

COMMON CARRIER concept of broadcasting broached Friday during resumption of House Commerce Committee hearings with FCC. Subject raised by Rep. Charles A. Wolverton (R-N. J.), chairman of House committee, who stressed he was not advocating it, but was raising questions. Commission first appeared before lower House group last month [B•T, Feb. 23].

Rep. Wolverton appeared to find parallel between such utilities as railroads, transit companies, and other public service firms and broadcasters. He referred to his belief broadcasters received monopoly when they received grant. He wondered if Commission should not be given power to ensure equal opportunity for competing advertisers on same station, also to enforce equality of rates charged by broadcasters to advertisers.

FCC Chairman Paul A. Walker stated that under law broadcasting is not public utility and Commission has no jurisdiction over rates or advertising policies.

Rep. Wolverton said he would submit further questions to FCC in writing. He told reporters they would deal with newspaper ownership, TV allocation plan among other things.

Questions from other Congressmen and answers from Mr. Walker and staff members indicated:

**1. Commission has not formulated any plans to extend educational TV reservations.**

**2. Although Mr. Walker personally believes networks should be licensed, Commission as whole believes network situation should be investigated by Congress or itself, after which some type of network regulation might be recommended.**

**3. Clear Channel case—and daytime skywave applications—stymied so long because new NARBA has not been ratified by Senate.**

**4. State Department did not consult with FCC regarding location of West Coast Voice of America transmitter, although it did advise Commission when requesting license.**

**5. In clarification of inferences drawn from his Feb. 20 questions, Rep. William L. Springer (R-Ill.) enunciated his feelings that Commission should look askance at newspaper and theatre ownership of radio and TV, if combination resulted in monopoly in community [B•T, March 2].**

**6. Other subjects touched upon were: High prices paid for purchases of TV stations, high costs of TV hearings, subscription TV and transitcasting, and trafficking in licenses.**

## • BUSINESS BRIEFLY

BUY RADIO PARTICIPATION • General Foods, for its Minute-Tapioca, preparing 52-week campaign of one-minute spots in participation shows in radio, three times weekly, starting April 1 in 35 markets. Agency: Young & Rubicam, N. Y.

SPOTS FOR ICE CREAM • Good Humor Co., through David Mahoney (see story page 28), will be buying radio-TV spot announcement campaign to start mid-May in eight markets for ten weeks.

SPORTS ADJACENCIES • Melba & John Ruskin Cigars, through Lewis Adv., Newark, planning to use spot announcement radio campaign around baseball broadcasts and sport feature programs, three times weekly.

SCHLITZ DRIVE • Jos. Schlitz Brewing Co. preparing one-minute radio spot announcement campaign for 26 weeks, starting April 1 in 20 markets. Agency: Lennen & Newell, N. Y.

SEEK 'MALARIA MARKETS' • Monticello Drug (666 malaria preparations), through Charles W. Hoyt, N. Y., planning spot radio campaign southern "malaria markets" starting late in May or early June and using 52 spots on each station.

BELTONE ONE TIMER • Beltone Hearing Aid Co., Chicago, sponsoring March 25 broadcast (one-time only) of *Life Begins at 80* over ABC Radio, 8:30-9 p.m. EST. Agency: Olian & Bronner, Chicago.

FLOWER FIRM ON CBS • Jackson & Perkins Co., N. Y. (roses and chrysanthemums), in addition to spot activity in 100 markets (see story page 28), effective April 19 will sponsor Galen Drake program on CBS Radio, Sun., 1-1:15 p.m. Agency: Maxwell Sackheim & Co., N. Y.

## Pabst to Expand To 100 Television Stations

PABST BREWING CO. expects to extend coverage of *Blue Ribbon Bouts* from present 66 to 100 TV stations by end of year. Forrest L. Fraser, Pabst vice president, announced Friday. He said lifting of freeze by FCC will enable company to "achieve broader saturation of TV areas if all goes according to plan." Pabst anticipates expansion because of popularity of televised Wednesday programs.

## Davis Group Buys WELI Control from Wilder

RICHARD W. DAVIS, general manager of WELI New Haven, together with other long-time station personnel and local citizens have purchased some 17,300 shares of WELI stock (controlling interest in station) from Col. Harry Wilder and other New York stockholders at par price of $10 a share, or about $173,000. Col. Wilder, now WELI president, will be retained as consultant, Mr. Davis said. Transfer is subject to FCC approval.

Mr. Davis previously owned 2,479 shares of 25,457 issued and Mr. Wider owned 9,043.



XUM

# tops IN ATLANTA*

# waga-tv

☆ **10** out of the top **15** once-a-week shows

☆ **16%** more viewers week days and nights than station "A" — **199%** more than station "B"
(Monday through Friday — 9 a.m. — 11:30 p.m.)

☆ More quarter-hour firsts than both other stations combined
(Sunday through Saturday — 9 a.m. — 11:30 p.m.)

☆ 3 out of 4 top local or spot shows

☆ Plus the top *Sports Show*...
top *News Show*...top *Kitchen Show*

*FOR TOP RESULTS CHOOSE:*

**waga-tv**
CHANNEL 5 CBS-TV IN ATLANTA, GA.

Represented nationally by the KATZ AGENCY, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

*ATLANTA TELEPULSE, JANUARY, 1953

# at deadline

## Nunns Relinquish WBIR Control; Other FCC Actions

SALE of controlling interest in WBIR-AM-FM Knoxville, Tenn., by Gilmore N. Nunn and father, J. Lindsay Nunn, disclosed in transfer application reported by FCC Friday. Gilmore Nunn reduces holdings from 52% to 30% while Lindsay Nunn sells entire 23% for total $65,000-plus to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe. Taft-family owned Radio Cincinnati, licensee WKRC-AM-FM-TV Cincinnati and sole owner WTVN (TV) Columbus, Ohio, increases holding in WBIR from 20% to 30%. New to radio, Ashes acquired 30%. WBIR seeks vhf TV Ch. 10. Lindsay Nunn, founder WDAG Amarillo, Tex., on May 16, 1922, to retire as chairman of board. Hulbert Taft Jr., Radio Cincinnati executive vice president, to become WBIR president while Gilmore Nunn, president, switches to vice presidency.

### Protest Share-Time in Rochester

Protest of share-time grants on Ch. 10 at Rochester to WHEC and WVET wired to FCC by Gordon Brown, owner WSAY there. Mr. Brown contends FCC acted too fast on share-time bids, on file one week, not giving time for filing of his Ch. 10 request. Hearing is asked.

### Details on New Permits

Full details reported by FCC Friday on 17 of 29 permits for new TV stations announced earlier in TV actions (see story page 42):

**Birney Imes Jr. (WCBI), Columbus, Miss.—Ch. 28; ERP 210 kw visual, 115 kw aural; antenna 470 ft.**

**Frank E. Hurt & Sons (KFXD), Nampa, Ida.—Ch. 6; ERP 19.5 kw visual, 9.8 kw aural; antenna 2,250 ft.**

**Peninsula Bestg. Co. (WBOC), Salisbury, Md.—Ch. 16; ERP 110 kw visual, 60 kw aural; antenna 400 ft.**

**Forest Capital Bestg. Co. (KTRE), Lufkin, Tex.—Ch. 9; ERP 11 kw visual, 5.6 kw aural; antenna 670 ft.**

**Valley Electric Co. (KVEC), San Luis Obispo, Calif.—Ch. 6; ERP 20 kw visual, 10 kw aural; antenna 790 ft.**

**Fort Myers Bestg. Co. (WINK), Fort Myers, Fla.—Ch. 11; ERP 9.6 kw visual, 4.8 kw aural; antenna 320 ft.**

**Golden Empire Bestg. Co. (KHSL), Chico, Calif.—Ch. 12; ERP 12.3 kw visual, 6.2 kw aural; antenna 400 ft.**

**Turner-Farrar Assn., Harrisburg, Ill.—Ch. 22; ERP 10.5 kw visual, 5.5 kw aural; antenna 510 ft.**

**Shenandoah Valley Bestg. Corp. (WSVA), Harrisonburg, Va.—Ch. 3; ERP 12.5 kw visual, 6.3 kw aural; antenna 1,750 ft.**

**John Steventon, Yuba City, Calif.—Ch. 52; ERP 91 kw visual, 46 kw aural; antenna 170 ft.**

### New TV Applications, Amendment

FOUR new TV applications and one amendment to change channel request filed late last week at FCC:

**San Jose, Calif.—John A. Vietor, uhf Ch. 48, ERP 110 kw visual, 60 kw aural, antenna height above average terrain 2,557 ft. Estimated construction cost $216,530, first year operating cost $255,000, revenue $275,000. Applicant holds interest in T.B.C. Co., applicant for vhf Ch. 10 San Diego.**

**Augusta, Ga.—Augusta TV Co., vhf Ch. 12, ERP 62 kw visual, 37 kw aural, antenna 552 ft. Construction $175,000, operating $200,000, revenue $260,000. Owner is J. I. Sims, president and 25% owner WTND Orangeburg, S. C.**

**Champaign-Urbana, Ill. — Champaign-Urbana TV Inc., uhf Ch. 21, ERP 16 kw visual, 8.69 kw aural; antenna 736 ft. Construction $205,342, operating $150,000, revenue $150,000. Principals include President and Treasurer Norman E. Blankman (39%), realtor, New York; Secretary Duncan M. Findlay (17%), realtor, New York; Vice President Alan A. Blankman (17%), realtor, Baltimore; Vice President Dallas W. Smythe (4%), economics professor, U. of Illinois, and consultant, Lutheran Church-Missouri Synod, grantee for uhf Ch. 30, Clayton, Mo.**

**Cadillac, Mich.—Sparton Bestg. Co., vhf Ch. 13, ERP 302 kw visual, 141 kw aural; antenna 1,439 ft. Construction $469,014, operating $265,440, revenue $290,000. Owner is Sparks-Withington Co., Jackson, Mich., manufacturer of TV cabinets and auto parts.**

**Indianapolis, Ind.—Empire Coil Co. amends application from uhf Ch. 26 to uhf Ch. 67.**

### Three Changes Granted

Three existing stations granted changes:

**WBCK-TV Battle Creek, Mich., uhf Ch. 58, granted change of ERP from 18.5 kw visual, 9.3 kw aural to 20.5 kw visual, 10.5 kw aural; antenna height above average terrain 580 ft.**

**WDAY-TV Fargo, N. D., vhf Ch. 6, granted change of ERP from 70 kw visual, 35 kw aural to 66 kw visual, 33 kw aural; change transmitter location. Antenna 392 ft.**

**WNAC-TV Boston, vhf Ch. 7, granted change of ERP from 26.6 kw visual, 13.3 kw aural to 220 kw visual, 110 kw aural; antenna 480 ft.**

## MT. WASHINGTON TESTS

AUTHORITY for temporary test transmissions from atop 6,288-foot Mount Washington, N. H., using part of vhf TV Ch. 8 (181.25 mc), granted by FCC Friday to Mount Washington TV Inc., applicant for new station which would use Ch. 8 with transmitter on that mountain peak. Tests, to be made with 200 w transmitter, are designed to obtain proof of proposed coverage, which Mount Washington TV Inc. claims would extend over 24,000 square miles with almost 1.5 million persons in three states, plus part of Canada. Test signals will not be capable of regular TV picture reception.

## Canadians Vote to Fight For Rights of Independents

AGGRESSIVE BATTLE to obtain more rights for independent radio and TV stations and independent regulatory body will be waged by Canadian Assn. of Broadcasters. Winding up Montreal convention (early story page 92), CAB members recommended all stations treat political broadcasts on same terms and basis as commercial broadcasts, and government business same as other business.

Use of more BMI music on transcriptions and recordings was advocated. Convention backed BMI plan to encourage interest of Canadian composers in writing concert music. Members unanimously defeated, after long debate, motion to keep Communist political speakers off air.

F. H. Elphicke, CKWX Vancouver, elected CAB president. E. F. MacDonald, CJCH Halifax, N. S., elected vice president.

Elected directors were William Rea, CKNW New Westminster, B. C.; F. H. Elphicke, CKWX Vancouver, B. C.; Gerry Gaetz, CKRC Winnipeg, Man.; Hal Crittenden, CKCK Regina, Sask.; John Craig, CKX Brandon, Man.; Ted Campeau, CKLW Windsor-Detroit; Jack Davidson, CKGB Timmins, Ont.; J. Arthur DuPont, CJAD Montreal; Wally Slatter, CJOY Guelph, Ont.; Jean Paul Lemire, CKCH Hull, Que.; Henri LePage, CHRC Quebec; F. Baxter Ricard, CHNO Sudbury, Ont.; Malcolm Neill, CFNB Fredericton, N. B.; Finlay MacDonald, CJCH Halifax, N. S.

## PEOPLE

Funeral services were held in Los Angeles yesterday (March 15) for **LOU R. WINSTON,** president of Radio Producers of Hollywood, and Gilwin Productions, Beverly Hills TV film production company. Pioneer Los Angeles transcription producer-distributor, he died in New York Wednesday following heart attack.

**KENNETH CRAIG** has assumed general charge of all WBBM-TV Chicago operations, H. Leslie Atlass, vice president of CBS and general manager of WBBM-AM-TV, announced. Mr. Craig has been executive assistant to Mr. Atlass. **BEN ORLOFF** named personnel director of stations.

**WALTER PIERSON,** manager of theatre and stage operations for CBS-TV, named production manager in Operations Dept. succeeding **E. CARLTON WINCKLER,** who becomes Program Dept. production manager (story page 70).

## Sarnoff, Folsom Buy RCA Stock Under Option

BRIG. GEN. David Sarnoff, RCA chairman of the board, bought 100,001 shares of RCA common stock last month and Frank Folsom, president, bought 50,000 shares—both paying $17.75 per share, proxy statement sent last week to RCA stockholders reported. Both purchases made under options granted by RCA board Nov. 3, 1950, and $17¾ price was closing price on New York Stock Exchange Nov. 2, 1950. (RCA common closed at $26⅝ last Friday.)

Proxy statement, notifying stockholders of annual meeting May 5 in RCA Bldg., New York, also shows Gen. Sarnoff is highest paid employe, with salary of $200,000, followed by RCA president Frank Folsom, $165,000; Niles Trammell, NBC board chairman until his resignation Dec. 5, $93,011, plus $25,001 incentive compensation; Walter A. Buck, vice president and general manager, RCA Victor division, $75,000 plus $40,000 incentive pay; Charles B. Joliffe, vice president and technical director, $65,000 plus $20,000 incentive pay; Harry C. Ingles, president, RCA Communications, $35,010 plus $10,000 incentive pay. In February, RCA also entered into agreement with Gen. Sarnoff, extending his employment to Feb. 29, 1956, at his present rate of compensation.

## KXOK-FM, Last FM Outlet In St. Louis, Going Off Air

ST. LOUIS will be left without commercial FM station when KXOK-FM ceases operating March 31. Spokesman for KXOK said discontinuance of FM is to provide time to study equipment requirements and to re-evaluate FM's economic future.

Long one of FM's stalwart defenders, station now is reviewing TV and other electronic developments. It is applicant for vhf Ch. 4 in St. Louis.

## WLEX Asks Damages, Charges WVLK Ads False

DAMAGE SUIT for $55,000 filed in Fayette County Circuit Court by WLEX Lexington, Ky., against WVLK there, charging WVLK with "false" advertising on coverage and Hooper survey. This is believed to be first suit of its kind. WLEX charges WVLK misrepresented coverage and ratings in solicitation of local, regional and national business via sales brochure, posters and local newspaper ads. Restraining order to be argued in court Wednesday. WLEX is expected to file complaint with FCC this week.

IN COVERING THE
PROSPEROUS
MISSISSIPPI
MARKET -

there's no substitute for
WJDX
Jackson

★ NBC AFFILIATE ★

WJDX is Mississippi's oldest network station. It has been an NBC affiliate since 1929.

5000 WATTS DAY 1000 WATTS NIGHT

WJDX reaches more people more of the time than any other Mississippi station.

620 KILOCYCLES

WJDX has the largest population coverage of any other Mississippi station.

"The Voice of Mississippi"
AM - FM
WJDX
JACKSON, MISSISSIPPI

REPRESENTED NATIONALLY
by the
GEO. P. HOLLINGBERY CO.



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BROADCASTING* TELECASTING*

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

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Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

# In Washington, D. C.

More people continue to watch WTOP-TV than any other television station*

*Telepulse, February 1953, total week

. . . and 7 of the top 10 locally produced daily programs are on WTOP-TV, too!

**WTOP-TV**
**CHANNEL 9**

THE WASHINGTON POST-CBS TELEVISION STATION | REPRESENTED BY CBS TELEVISION SPOT SALES

XUM

# The Basic Benefits

## Select these Stations for SPOT RADIO

| | | | |
|---|---|---|---|
| **EAST, SOUTHEAST** | | | |
| WBZ-WBZA | Boston-Springfield | NBC | 50,000 |
| WGR | Buffalo | CBS | 5,000 |
| KYW | Philadelphia | NBC | 50,000 |
| KDKA | Pittsburgh | NBC | 50,000 |
| WFBL | Syracuse | CBS | 5,000 |
| WCSC | Charleston, S. C. | CBS | 5,000 |
| WIST | Charlotte | MBS | 5,000 |
| WIS | Columbia, S. C. | NBC | 5,000 |
| WGH | Norfolk-Newport News | ABC | 5,000 |
| WPTF | Raleigh-Durham | NBC | 50,000 |
| WDBJ | Roanoke | CBS | 5,000 |
| **MIDWEST, SOUTHWEST** | | | |
| WHO | Des Moines | NBC | 50,000 |
| WOC | Davenport | NBC | 5,000 |
| WDSM | Duluth-Superior | ABC | 5,000 |
| WDAY | Fargo | NBC | 5,000 |
| WOWO | Fort Wayne | NBC | 10,000 |
| WIRE | Indianapolis | NBC | 5,000 |
| KMBC-KFRM | Kansas City | CBS | 5,000 |
| WAVE | Louisville | NBC | 5,000 |
| WTCN | Minneapolis-St. Paul | ABC | 5,000 |
| KFAB | Omaha | CBS | 50,000 |
| WMBD | Peoria | CBS | 5,000 |
| KSD | St. Louis | NBC | 5,000 |
| KFDM | Beaumont | ABC | 5,000 |
| KRIS | Corpus Christi | NBC | 1,000 |
| WBAP | Ft. Worth-Dallas | NBC-ABC | 50,000 |
| KXYZ | Houston | ABC | 5,000 |
| KTSA | San Antonio | CBS | 5,000 |
| **MOUNTAIN AND WEST** | | | |
| KDSH | Boise | CBS | 5,000 |
| KVOD | Denver | ABC | 5,000 |
| KGMB-KHBC | Honolulu-Hilo | CBS | 5,000 |
| KEX | Portland, Ore. | ABC | 50,000 |
| KIRO | Seattle | CBS | 50,000 |

# SPOT RADIO

*by* JONES SCOVERN
*V. P. and Eastern Sales Manager*

## 1 "Choice of Markets— One or Many"

List your best markets and you'll find that they're "all over the map" — geographically, population-wise, or by any other standard you choose.

Ditto on your reasonably good markets — and your poor ones.

Different manufacturers have differing strategies for building "more sales this year". Some choose to put on steam where the going's rough. Others, where there's already good momentum. Whatever *your* strategy, it points straight to the use of Spot Radio.

"National Spot" has many basic advantages, but the logical *first* is that it gives you complete and utter flexibility as to WHERE you advertise. With National Spot you spend your money only in the market or markets *you* want. Spot Radio is *beamed* radio, as contrasted with *umbrella* radio.

The best stations for Spot Radio are listed on the left.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING

# FREE & PETERS INC.

*Pioneer Station Representatives Since 1932*

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

RADIO
IN THE
Upper Midwest...

Like the
Petry man
says—
"Any advertiser
can . . . most
advertisers
should . . . use
KSTP Radio."

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED
BY
EDWARD PETRY
and COMPANY
MINNEAPOLIS, ST. PAUL

# our respects

to JOHN SAM FOUTS

ALTHOUGH the connection is less than direct, J. (for John) Sam Fouts' journalism and law degrees help him in his work as advertising manager of Larus & Brother Co., Richmond, Va.

Perspective and a diversity of approach in advertising campaigns, which cost the company more than $1 million yearly, come from editorial and legal training at the U. of Florida.

Mr. Fouts chose Florida for part of his education and radio training after spending most of his earlier years in Indiana. Born at North Manchester on March 14, 1916, he lived on a five-acre "farm" with his grandparents during elementary and high school days. He still returns occasionally to visit a brother, and is planning a three-week vacation there this summer with his entire family.

After graduation from high school, he studied at the International Business College in Fort Wayne, Ind., and then enrolled at the U. of Florida. From there he received a bachelor's degree in journalism in 1944 and a jurisprudence degree in 1947. To help finance his way through law school, he worked at WRUF in nearby Gainesville as program director, learning the intricacies of radio for the first time.

His law degree was postponed somewhat because of four years' service in the Air Force, from which he was released after 14 months in the Pacific.

### Radio Start at WRVA

Upon return from the service, Mr. Fouts applied his practical radio experience to programming at WRVA Richmond, where he worked five years as continuity manager. The station job led to his present post, because WRVA was put on the air some 26 years ago by Larus & Brother Co., manufacturer of Holiday and Lords cigarettes, Edgeworth pipe tobacco and Holiday pipe mixture. Mr. Fouts joined the tobacco concern in July 1951 as assistant advertising manager, and more recently was named manager.

All of the Larus products are advertised on DuMont's *The Plainclothes Man*, which is telecast on 23 stations through Warwick & Legler agency, New York. The show has been sponsored continuously for the past two years, and this summer will share weekly sponsorship with Carter Products.

Lords and Holiday cigarettes are known as specialities in the tobacco trade, with Lords' advertising copy stressing the low nicotine content and Holiday plugged as the only cigarette with "mildly aromatic" tobacco, similar to that used in pipe tobacco.

### Heavy Spot Schedule

The company uses a heavy spot schedule on its own station, and before buying its network show on television placed sporadic TV spot programming, primarily in the New York area. Mr. Fouts is enthusiastic about the success of Holiday pipe mixture, "America's fastest-growing aromatic pipe tobacco."

Mr. Fouts, who is the type of man who carries the "live and let live" attitude toward life into his job, has made many friends in the advertising field as a result.

Mr. Fouts is a member of Sigma Delta Chi, professional journalism fraternity; Phi Alpha Delta, legal fraternity, and the Sertoma Club of Richmond, a civic and social organization.

He and his wife, Kay, live in Highland Springs, a Richmond suburb. They have a son, John, 14, and two daughters, Sammie, 8, and Stefani, 4.

An enthusiastic gardener on the grounds around his new home, Mr. Fouts has bypassed temporarily another major hobby, writing musical compositions, of which three have been published.

### Advertiser Attitude

Because Mr. Fouts' company splits tobacco and broadcasting activities completely, his interest in radio is completely that of a sponsor at this point, although he remembers his earlier microphone experiences with humor-laden nostalgia.

One of his more unusual assignments was to originate a 20-station network feed at WRUF Gainesville, covering the re-opening of Marineland, from which all marine life had been returned to the open sea during the war as a conservation measure.

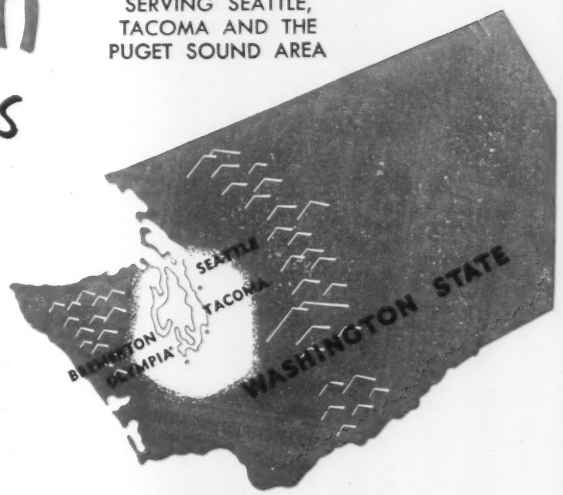
Solving the reporting problem, he equipped a diver, who was to observe a shark at close-range, with a special microphone inside his helmet.

# a New Television Station

## ...serving a vibrant, prosperous growing market

**KTNT-TV**

SERVING SEATTLE, TACOMA AND THE PUGET SOUND AREA




### THIS IS THE PUGET SOUND MARKET COVERED BY KTNT-TV

- Puget Sound is an important industrial and distributing center for world-wide commerce
- Gateway to Alaska and the Orient
- Rich farm area
- World-wide importance in production of timber and lumber products
- Low-cost hydroelectric power is responsible for huge development in light metals industry
- Airplane manufacturing is big business in the Puget Sound area
- Population six-county area (1952) 1,336,700; families, 418,000
- The population growth is steady. (Seattle: 26.9% increase, 1950 over 1940; Tacoma: 30.7% increase, 1950 over 1940)
- Net Effective Buying Income per family much higher than national average
- Effective Buying Income of entire KTNT-TV area, $2,416,495,000

## It takes only ONE to cover more than HALF

MORE THAN HALF of the population of Washington State is concentrated in six counties bordering Puget Sound. And all, or part of these six counties are served by Washington State's newest television station, KTNT-TV . . . Channel 11.

When we say "It Takes Only ONE to Cover More Than HALF", we are saying that in the KTNT-TV area is concentrated More Than Half the State's Population; More Than Half the State's Retail Sales; More Than Half the State's Effective Buying Income . . . and you can sell this prosperous market with only one TV station . . . KTNT-TV. Send today for Market Facts Booklet.

**KTNT-TV**
**CHANNEL 11**

KTNT-TV, South 11th and Grant, Tacoma 6, Washington.
Transmitter strategically located at Tacoma in Middle Puget Sound.
Represented nationally by WEED TELEVISION.
Represented in the Pacific Northwest by ART MOORE & SON, Seattle and Portland.

CBS TELEVISION FOR THE PUGET SOUND COUNTRY
. . . PLUS DUMONT TV FEATURES

# ANOTHER FIRST!...
# WFDF wins the 1952-53 Billboard Promotion Award

*for outstanding achievement in Merchandising and Sales Promotion**

FROM *BILLBOARD*, FEB. 21, 1953

"First place winner WFDF is the only station in the Flint area that maintains a full-time promotion department. In addition to the usual merchandising facilities for advertisers—bus cards, record store posters, on-the-air courtesy spots, theater lobby signs, newspaper ads and direct mail—the station publishes a retail merchants' bulletin, "Tie In", which is mailed quarterly to 783 druggists and grocers in Flint and surrounding counties."

* . . . in the 250-1000 Watt station category.

FLINT, MICHIGAN

910 KILOCYCLES
WFDF
NBC

*Represented by the KATZ AGENCY*

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis—WEOA Evansville


## IN REVIEW

### THE JOHNS HOPKINS SCIENCE REVIEW

**DuMont, Mon., 8:30-9 p.m. EST.**
**Producer: Lynn Poole.**
**Assistants to producer: Robert Fenwick, Warren Wightman.**
**Director: Paul Kane.**
**Writer: Lynn Poole.**

HIGHLIGHTS of past telecasts were reviewed for the 200th showing of *The Johns Hopkins Science Review*, Peabody Award winning series which originates weekly at WAAM (TV) Baltimore and is seen on the DuMont Television Network. The program entered its sixth year on March 9. Like most five-year olds, this one has a long way to go.

Ironically enough, those at the production helm decided on still pictures to recreate the high spots of preceding shows, a technique which hardly challenges the flexibility of the television medium in which this show is regarded as a pioneer. Still photographs were supplemented with abbreviated lectures and demonstrations by guest professors. A thread of narration delivered by Lynn Poole, producer and originator of the series, tied this up into a neat little package labeled *Education*.

#### Murky Terminology

The birthday telecast, in keeping with the overall tone of those which have gone before it, was short on imagination and long on terminology that the "average viewer" at his intellectual best would have to think twice about.

The show has placed limitations on itself. The fault does not lie primarily in the material but rather in the way that the material is passed on to the viewer. A man who wears a Phi Beta Kappa key is not necessarily a competent TV performer. He is not expected to be, except perhaps by those connected with *The Johns Hopkins Science Review*. To assume that a gentleman with a thick accent can hold the attention of an audience with a folksy demonstration of a cosmic ray something-or-other is assuming too much.

The story of the invention and development of plastics, and the uses which have been found for them, has dramatic possibilities if it is related by someone whose voice commands attention and who speaks meanings and phrases —not just words. Granted the scientist is in possession of all sorts of facts and technical data, but if he is unable to communicate these facts to a lay audience he has no place before a TV camera. If shedding light on scientific discovery is to go much farther than the WAAM (TV) studio, Mr. Poole ought to give this point some thought.

#### Rocket Trip

But one interesting thing did happen on this anniversary show which backs up the conclusion that there's room and indeed opportunity for improvement. Viewers got a look at the surface of the earth through the eye of a camera installed in a rocket flying 76 miles above the earth's surface. Ten to one the man who handled the narration so effectively on this portion of the show has never seen the inside of a rocket, but he was successful in arresting the attention of the man on the other side of the screen because of an awareness of one important fact: He was in a television studio, not a classroom.

The sooner the show in its entirety makes this adjustment, the better off it will be.

## BOOKS

TWENTY-TWO TELEVISION TALKS, as transcribed from BMI TV Program Clinics. By 31 BMI TV Clinic speakers and guest speakers. Broadcast Music Inc., 580 Fifth Ave., N. Y. 260 pp. $6.

PROGRAMMING know-how of 22 of America's leading TV station operators was presented at three BMI TV program clinics held last year in New York, Chicago and Los Angeles. Nine guest speakers added their comments to the whys and hows of television programming at these sessions.

For TV station program directors who did not attend the BMI TV clinics, *Twenty-Two Television Talks* will provide much vital information, probably available nowhere else in such a handy and readable form.

Those TV station operators who did attend the clinics—but who are not too adept at note-taking—will find in this book all the important ideas presented at the clinics.

The book is made up of the transcripts of speeches, as recorded by BMI at the clinics.

The speakers—all well known in the industry—include A. A. Schechter, Don Tatum, Philip G. Lasky, Klaus Landsburg, Ted Cott, Ralph Burgin, Roger Clipp and more than a dozen television programming experts.

Although it would be more fun to actually hear the speeches as they were given, we think this presentation is quite palatable.

This book probably will be eagerly sought after by some of the 255 new television station grantees who have a construction permit and maybe even a transmitter—but who want to get some programming ideas, too.

* * *

UHF CONVERTER, Published by Howard W. Sams & Co., 2201 E. 45th St., Indianapolis, Ind. 44 pp. $1.

DESCRIBED as a "must" for a thorough understanding of uhf converters, this book gives the "know-how" on all popular converters on the market today—how they are designed and how they work.

Included is a detailed description of the operation of new uhf converters and tuners made by these manufacturers: Arvin, Crosley, DuMont, General Electric, Mallory, Motorola, RCA, Raytheon, Regency, Sarkes Tarzian, Standard Coil, Stromberg, Sutco and Sylvania. Publication is set for April 1.

* * *

TV MANUFACTURERS' RECEIVER TROUBLE CURES. Vol. 1, Edited by Milton S. Snitzer. John F. Rider Publisher Inc., 480 Canal St., New York. 115 pp. $1.80.

TROUBLES which may occur to models of the following brands of TV receivers and cures of such troubles are listed in this paper-bound book, which carries 51 illustrations: Admiral, Air King, Andrea, Arvin, Belmont-Raytheon, Bendix, Calbest, Capehart-Farnsworth, CBS-Columbia, Certified, Crosley and DuMont. Information is furnished by manufacturers themselves.

* * *

THE RADIO AMATEUR'S HANDBOOK, 30th edition. Published by the American Radio Relay League, West Hartford, Conn. 800 pp. $3.

THIS paper-bound book, described as the standard manual of amateur radio communication, contains 27 chapters, a catalog section, topical index and more than 1,200 illustrations, including 95 charts and tables, 466 tube base diagrams and 85 basic formulas.


*to cash in on the $730,000,000 Charleston, W. Va. market*

# PICK YOUR "SPOT" ON WKNA

*Here's WKNA's half-millivolt area alone:*

**TOTAL POPULATION** 671,178

**TOTAL FAMILIES** 186,235

**RETAIL SALES** $407,643,000

**FOOD SALES** $ 86,621,000

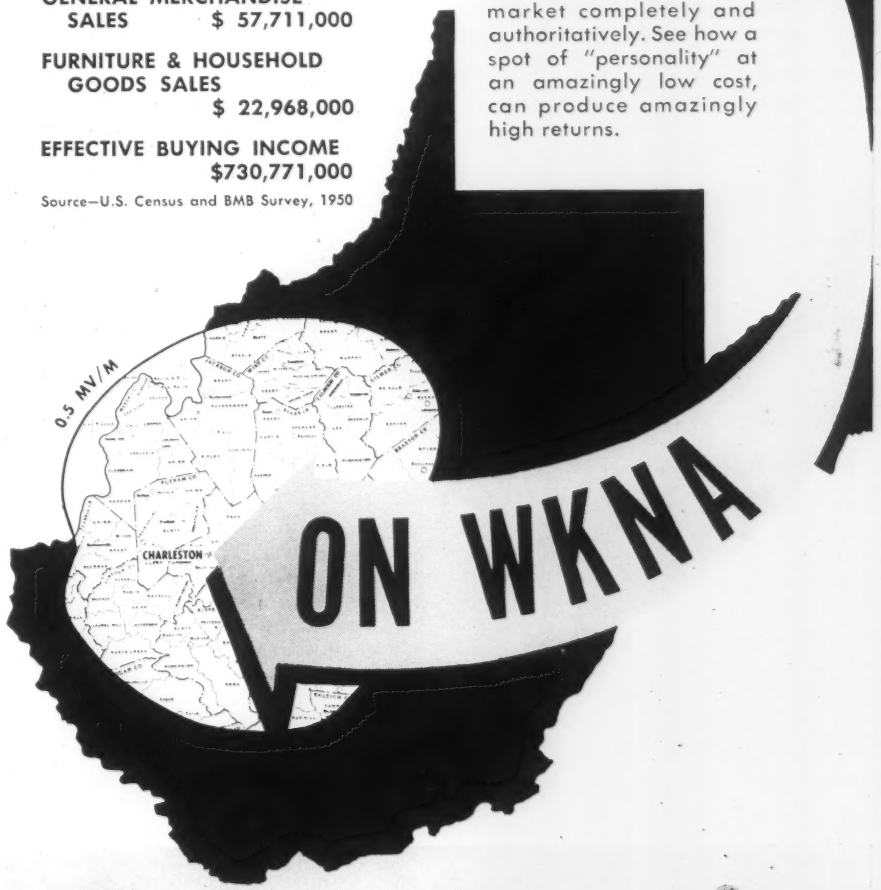
**GENERAL MERCHANDISE SALES** $ 57,711,000

**FURNITURE & HOUSEHOLD GOODS SALES** $ 22,968,000

**EFFECTIVE BUYING INCOME** $730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.




**WKNA** is also sold as part of West Virginia's

**WKNA** WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
**ABC** Radio Network Affiliate

**WJLS** WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
**CBS** Radio Network Affiliate

**Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.**

CLEVELAND'S
*Chief*
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

WMRY *Hostess*

***One of Twelve***
**M P* *Plan***
***Merchandising***
***Services***

Calling on homes! Sampling products, giving free cook books, novelties, etc. from our advertisers, the WMRY HOSTESS is creating goodwill for us and our clients.

She is also obtaining valuable information on products used and product preferences within the New Orleans Negro Market.

This is but one of a dozen merchandising services making up our MP* PLAN. It's a real plus on New Orleans only Negro Market Station.

*Market Penetration

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.
MORT SILVERMAN
General Manager




## OPEN MIKE

### Mutual Security

EDITOR:

BROADCASTING • TELECASTING might be interested in an item I used last night, to wit:

"In the current issue of *Newsweek* magazine, newsman Ed Murrow, star of another network, is photographed wearing a pair of suspenders put out by the Mutual Broadcasting System. It's in the current issue of *Newsweek*, page 42 . . . you can 'See It Now.'"

*Frank Edwards*
*Commentator*
*MBS, Washington, D. C.*

### Agency Response

EDITOR:

We have received numerous requests for reproductions of the story [ON ALL ACCOUNTS] which you were kind enough to publish in your Dec. 8 issue. . . .

We are most gratified by the response we have received. . . .

*Lester Kamin*
*President*
*Kamin Advertising Agency*
*Houston*

### Kicked Downstairs

EDITOR:

Recently a release was sent to you about Dody Sinclair whom I appointed head of merchandising and public relations for WJAR-TV, after his release from the Navy.

In the Feb. 23rd issue of BROADCASTING • TELECASTING, page 92, you published the above information, although my name was erroneously used. I appreciate your mentioning my name. However, I am somewhat embarrassed because this is a demotion! As you know, I am manager of WJAR-TV. . . .

*Norman Gittleson, Manager*
*of Television Operations*
*WJAR-TV Providence,*
*Rhode Island*

### Footnote

EDITOR:

I hope your "Open Mike" is turned on to pick up the following information, which somehow got lost between Minneapolis and Washington. It was data intended for your "Big Push Polio" story . . .

With the cooperation of Harry Calevas, manager of the Hotel Radisson, Larry Haeg and the department heads produced one of the biggest "Dime" drives to raise polio funds for the Northwest. Our last minute effort was on the air Saturday, January 31st from 2-4 p.m., 5-6:30 p.m., and 9 p.m. to 1:30 a.m., direct from the lobby of the Radisson where the hotel people had constructed a gigantic stage.

All WCCO radio personalities (Cedric Adams, Bob DeHaven, Stew MacPherson, Ed Viehman, Allen Gray, Maynard Speece, Harlan Horton,) participated. Visiting celebrities included—the Governor, Twin City Mayors, sports personalities and numerous well-known state officials. Entertainers from Twin City nighteries were also on hand to promote the fund raising drive.

Here's how we collected pledges and contributions: A telephone network was set up in five states, involving more than 1,500 exchanges, to handle pledge calls from folks in 133 Northwest counties. A listener merely picked up the phone and asked for "Polio Party Line." The telephone call was channeled to one of 18 key points where March of Dimes volunteers accepted the pledge—and, after tabulation, the volunteers relayed the information to "Party Line" headquarters at the Radisson where members of the WAF's, stationed at a battery of phones, kept a county-by-county report for broadcast purposes.

We collected more than $33,800 in contributions and pledges . . .

More than $33,800 for eight hours of work isn't bad.

*Fred Heywood,*
*Manager*
*WCCO Minneapolis*

### First Class Female

EDITOR:

. . . It would be interesting to know how many women in the States hold down an engineering shift with a first class ticket. I work straight "combo" and feel that the field could absorb many more women than are now employed. Do I hear any "Ayes"?

*Laura Chapin*
*WHBO Tampa, Fla.*

### Voice of Democracy

EDITOR:

Thank you very much for the three pages of valuable BROADCASTING • TELECASTING space which were filled so inimitably by Frank Beatty . . . when he wrote the story of the Voice of Democracy competition. Frank did his usual excellent job of telling what the competition is all about in understandable and down-to-earth language. The job is so good in fact that I am asking . . . if it will be possible for us to purchase some reprints, particularly for use in next year's promotion of the effort.

*Robert K. Richards*
*Administrative Vice President*
*NARTB, Washington, D. C.*

### Educational TV

EDITOR:

. . . It seems to me your opposition to educational television is based to a considerable extent on three assumptions which I think you should submit to re-appraisals.

The first is the assumption that commercial and educational broadcasting must be incompatible and mutually harmful. During the 14 years that WNYE has been on the air in New York City I have had repeated occasion to deal with commercial broadcasters, both network and independent. Without exception these relations have been friendly and mutually beneficial. There has always been respect for the other man's problems and the job he was doing.

Your second assumption I disagree with rests upon the implication that because commercial television can give more time to education than can be used in 1953, it must follow that the same will be true when television grows up. The long view here is important.

The third assumption I challenge is that educational television stations would be socialistic or worse. Those who are haunted by the fear of educational television networks lack faith in American democracy. We have had a network of public schools from coast-to-coast for many years, and the products therefrom have been Americans who have done their own thinking and made their own decisions. When you advance the theory that American edu-

sators are bureaucratic puppets and potential mouthpieces of a dictatorial central government. I think you forget that in this country the people are the government. Or do we still proclaim "The Public Be Damned."?

*James F. Macandrew*
*Director of Broadcasting*
*Board of Education (WNYE)*
*New York*

## Far-Flung Correspondent

EDITOR:

Just received your Jan. 19 issue. Now I no longer read B•T—I absorb it, cover to cover. All work stops in the meantime. Even the family reads it.

Congratulations on a fine job. The expansion of "In Review" has been much appreciated way down here . . .

*Cleve Costello*
*Producer, "This Radio Age"*
*Wellington, New Zealand*

## Necessary Number

EDITOR:

On page 68 of the March 2 BROADCASTING • TELECASTING you ran a story on our new KUDL in Kansas City, Mo.

Studio location of KUDL will be the ninth floor of the 1012 Baltimore Building in KC. That 1012 is necessary as there is no such building as the Baltimore Building.

*David M. Segal*
*General Manager*
*KTES Texarkana, Tex.*

## War News

EDITOR:

I saw the other day where an editor in Vancouver ran the same story on the Korean War three consecutive days, and not one of his, I think it said 300,000, readers noticed it, or if they did, didn't bother to mention it. "If," sighs the editor editorially, "I had left out a comic strip, they would have mobbed me. Yet they don't notice as important a thing as the war." . . .

The editor's readers *are* interested in the weightier things, but they don't read about something that was old to them by the time it was put on paper. They had already *heard it.* How? Radio and TV. . . .

*Earl Hodges*
*Chief Engineer*
*KFFA Helena, Ark.*

## For the Record

EDITOR:

We have read with indescribably great interest your article in Feb. 2 B•T regarding record companies' fee policies on records to radio stations.

Particularly hilarious was the indirect quotation from Decca that Decca "services all disc jockeys . . . with free records." And that from the record company that consistently, deliberately and irritatingly has refused to cooperate with either deejays or stations, in the Northwest, at least, since time immemorial. What a laugh.

Just for the "record," here's the KBKH story on record availability:

Columbia: Excellent. . . .

MGM: Fine. . . .

Victor: "Handling charges." Yet we find to our amazement that other stations in this and smaller areas, in most cases with consider-




*In Which Algy writes to . . .*

Mr. Don DeCarlo,
Needham, Louis
& Brorby, Inc.,
Chicago, U. S. A.

Dere Don:

My woman haz bin hearin' about Johnson's Glo-Coat on WCHS and sed I ought to use sum here at th' station which I did. Sure is good stuff. Ov course, I alwayz like to say thet WCHS haz alwayz shined like Glo-Coat 'cause we got more W. Va. listenurs then any othur station. It sure makes fellers 'round here happy they did sich a good job last year thet our locul sales of advertising time went up 25.2%. Rite now our sports editer is down in Florida with our AAA baseball team which ov course, makes our listenurs tune to git th' news direct frum him. WCHS with 5,000 on 580 is a good deal, just like Johnson's Glo-Coat; we sure put a reel shine on sales.

Yours for Glo-Coat,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON
THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

*Advertisement*

From where I sit
*by* Joe Marsh

## Wrong "Train" of Thought

Most of us knew the streamliner stopped four miles from town Thursday—but we didn't know *why* . . .

*Seems the train was hurrying along, then came the screeching of brakes—some fellow had pulled the Emergency Stop cord.*

When the conductor asked him why he did it, he said, "The train was just going too fast—I wanted to get you to slow down."

*From where I sit, that streamliner has been going at that speed for the past seven years with a perfect safety record and the passengers have always been pleased. Now—along comes a fellow who wants the train to go at his speed. Some people are like that. Some still would begrudge another person's right to a temperate glass of beer even though that person wouldn't dream of flashing a "Stop" sign on their preference for, say, milk, coffee or tea. Respecting the rights of others is the only way we can keep "on the right track."*

Joe Marsh

*Copyright, 1953, United States Brewers Foundation*

## OPEN MIKE

ably fewer valid "plug play" are receiving them free. Capitol: Ditto. . . .

*John R. Puckett*
*Production Director*
*KBKH Pullman, Wash.*

### Piracy

EDITOR:

In your Feb. 9 issue the subject of piracy was aired. There seemed to be a plea for the protection of agencies, sponsors and stations against those who sue for lifting of an idea.

Being a writer and producer who has seen his ideas and format lifted bodily by these same criers for help, I would like to put my two cents worth into the pot.

Ideas, unlike a gadget, story or piece of music, are hard to protect, yet radio and TV shows for the most part should be based upon ideas rather than the finished product. This, due to the fact that it is the idea which is carried on, show after show, across the board or once a week. . . .

It is a simple thing to register an idea. If the agency or station or sponsor has the idea and registers it first, no writer can claim it was presented to them and pirated, because the date of registration disproves the statement.

If agencies, sponsors and stations want to continue with third and fourth rate programs, preventing ideas from being presented unsolicited is certainly the way to accomplish the matter.

*Carl Carleton*
*Jack Russell Assoc.*
*Chicago*

### Charts Cheered

EDITOR:

I have just received my copy of BROADCASTING • TELECASTING with the story of the Miami U. survey [on political use of TV and its effects on voters, B•T, Feb. 23]. Believe me I thought it was great and I am going to pass it along to Dr. [Joseph C.] Seibert [chairman of the Miami U. marketing department] with a suggestion that your charts could well be imitated when the final report is compiled come next June. . . .

*Gil Kingsbury*
*Adm. Asst. to the President*
*WLW Cincinnati*

### Tireless Voice

EDITOR:

Undoubtedly many new records will be established this year during the baseball season by players, but here in the Northwest sportscaster Rollie Truitt will set a record March 31 when he begins his 25th year of baseball broadcasting with the Portland Beavers . . . To our knowledge, this is a record of longevity and popularity unequalled in sports broadcasting annals in the United States. . . .

*Ed Warmoth*
*Director Programs & Promotion*
*KNPT Newport, Ore.*

### Beat?

EDITOR:

We are wondering if we didn't get a beat on the nation with the first news of Premier Stalin's death.

KCTI was in its 7 p.m. CST newscast when the flash came over AP. Ray Grant, our newscaster, had it on the air before the first bulletin ended at 7:12 p.m. CST. . . .

*Lawrence M. Walshak*
*Manager*
*KCTI Gonzales, Tex.*

**WREC**

**HAS NO PATENT ON**
**GOOD PROGRAMMING**
★
**LOW COST COVERAGE**
★
**FAIR BUSINESS POLICIES**
★
**CIVIC INTEREST**

But we take pride in that we do deliver them to both Listeners and Sponsors alike.

We're also proud of the fact that the WREC audience is composed of the "better half" of the listeners in the rich, 76 county, Memphis Market . . . and that WREC advertisers get *both* rural and metropolitan coverage with a single schedule. Your Katz man will be glad to show you latest Standard Audit and Measurement Reports and Hooper Ratings that give the full story. Cost??? 10% less per thousand listeners than in 1946.

REPRESENTED BY
THE KATZ AGENCY

**WREC**

*AFFILIATED WITH CBS RADIO*
*600 KC—5000 WATTS*

**MEMPHIS NO. 1 STATION**

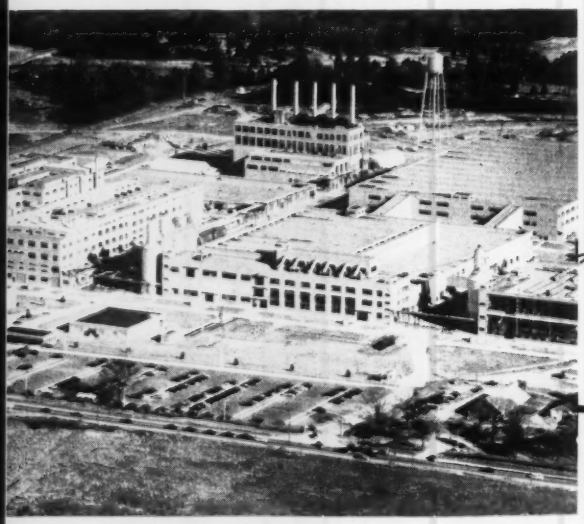
# CHARLOTTE'S big 2

WBT

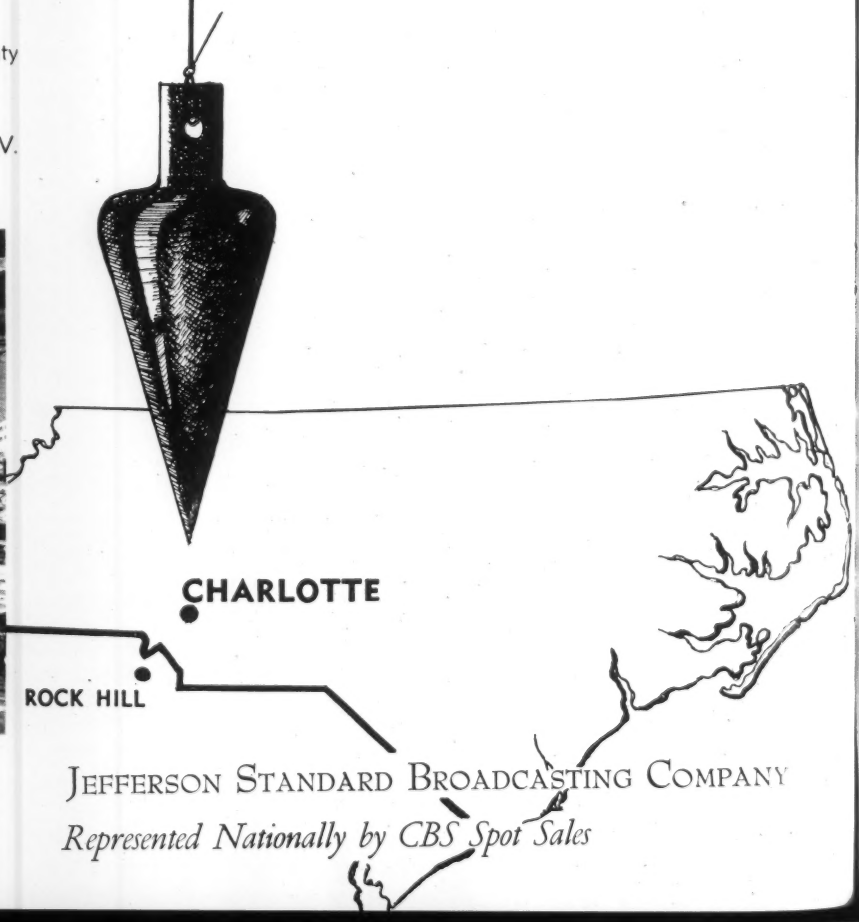
WBTV are . . . . .

## plumb in the middle of a fabulous marke

Charlotte's "perfect circle" of satellite cities makes the 71st city the "17th market" (report of a major New York agency to a top national client).
Typical satellite—Rock Hill, South Carolina, as close to Charlotte as Bronxville to New York, home of a mighty textile industry including the famous Celriver plant of the Celanese Corporation of America.
For coverage to match the Charlotte market, use the Jefferson Standard stations, WBT and WBTV.



*Celanese Corporation of America Celriver Plant, Rock Hill, S. C.*




JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Spot Sales*

Gail Papineau

## on all accounts

"TWENTY years ago I thought we were just beginning . . . now as I examine the tremendous growth of the film industry and the trends for the future, I realize we're only stepping out of the pioneer days."

In this way, Gail Papineau alludes to the new medium of television and its effect on the film industry.

As the new executive film producer for Kling Studios' Hollywood film branch, Mr. Papineau has more than 20 years' experience in the motion picture field, much of it with Walt Disney Productions in a number of creative chores. He has been more recently active in TV program production work.

Mr. Papineau strongly believes that Hollywood production has much to offer TV, particularly with respect to industrial film usage. "Interspersements of Hollywood-shot scenes add much to overall film effectiveness," he feels.

Born in Spokane, Wash., Mr. Papineau came to Hollywood when he was 20. He joined Walt Disney Productions about 1932 and, after a short period of basic training as animation camera operator, was appointed supervisor of camera and special effects. In succeeding years, he engaged in experimental work in the development of animation and production techniques represented in such classics as "Snow White," "Pinocchio," and "Fantasia."

In 1941, he moved from animation direction into live-action techniques. He was coordinator and assistant director for "Saludos Amigos," "The Three Caballeros" and a number of Disney war training films.

During the war, Mr. Papineau was director of 16mm film for the Office of International Affairs, handling film work in South America. Mr. Papineau joined Raphael G. Wolff Studios, a TV package production firm, as production manager in 1945. He supervised production for many of the nation's leading advertisers, including the American Meat Institute, General Electric, Ford Motor Co. and Armstrong Cork & Linoleum Co.

Mr. Papineau attributes a large measure of his success as a director to careful interpretation of script-scenarios. He feels this can be translated into industrial and other films for television without changing the concept held by the client.

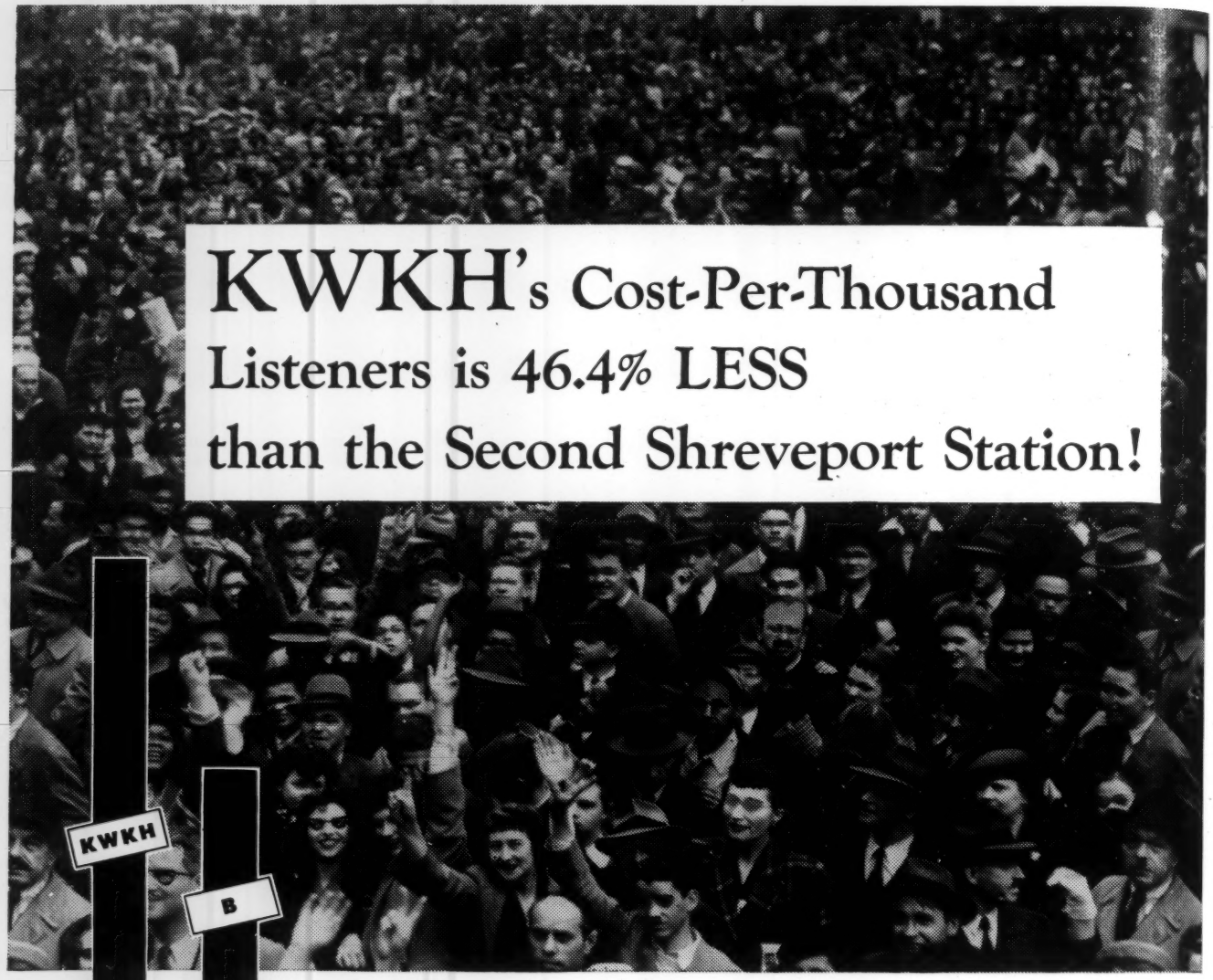
Mr. Papineau married the former Patricia Allison. They have a son, Richard Allen, 22, and live in San Fernando Valley, 25 minutes from Hollywood. In his new capacity, Mr. Papineau will concentrate on industrial film production.

# DRAW A BEAD...

**You've been following that buck for some time, just catching glimpses of him. He's elusive, but finally stops for a drink of water. As you close the gap, you raise your gun. The buck stiffens, alert to danger. You draw a bead . . . if your shot is true, he's yours; if you're off target, he may be gone forever.**

**Some customers are like deer in many ways. They're always on the go—wily and elusive. When they stop, it's just for a moment . . . and that's the moment when smart media buyers and advertisers "draw a bead." Radio, of course, is the best "gun" to use on these flighty customers . . . but don't shoot off your sales message into empty air by buying time on popgun radio stations! Blast their sales-resistance with the "Big Bertha" in Oklahoma City . . . KOMA of course, the best cost-per-thousand buy and the only 50 kw CBS RADIO outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.**

**KOMA** Avery-Knodel, INC.
RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO STATION OKLAHOMA CITY
AFFILIATED WITH KTUL, TULSA
J. J. BERNARD, Vice President and General Manager



# KWKH's Cost-Per-Thousand Listeners is 46.4% LESS than the Second Shreveport Station!




LISTENERS PER DOLLAR
(1-time, ¼ hour, daytime rates)

KWKH is your most economical, most productive radio buy in the great Arkansas-Louisiana-Texas area.

KWKH delivers almost three times as many Average Daily Listeners as the second Shreveport station. And KWKH's *cost-per-thousand* listeners is 46.4% less!

The audience figures above are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham man for *proof* of KWKH's overwhelming superiority.

## KWKH

*A Shreveport Times Station*

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING TELECASTING

March 16, 1953 Vol. 44, No. 11

# TIMEBUYING IN TV DURING '52 REACHED $288.8 MILLION

**TV volume has grown more than 1,000% from $27.5 million, the 1949 total, according to an analysis in the current B•T TELECASTING YEARBOOK. Network buying has grown faster and farther than spot or local, unlike the pattern in radio.**

U. S. ADVERTISERS spent $288.8 million on television time in 1952, a gain of 38.8% over their TV time purchases of 1951, according to an analysis of television advertising published in the TELECASTING YEARBOOK for 1953.

All figures in the analysis are for time sales only, and do not include costs of talent which are estimated by some informed sources to equal or even exceed time costs.

The analysis is one of hundreds of features contained in the annual source book.

### Post-Freeze Outlets Add Little

The increase in TV business volume in 1952 over 1951 was the more significant for having occurred in a year that marked the end of the long FCC freeze on TV stations. Though a few post-freeze stations got into operation just before year's end, virtually all the expenditures were on the 109 pre-freeze stations.

These figures represent receipts from the sale of time after deductions for frequency or promotional discounts but before deductions of commissions to agencies or national station representatives. They do not include the enormous amounts spent for television talent and production which, if added, would probably make the total TV advertising bill more than double the time sales volume.

*(Estimated television net time sales for 1952 are based on data gathered in a survey of television stations. The formula for computing the totals is the same that has been used by Broadcasting Publications Inc. for many years in estimating radio and television billings. Statistical information was audited by Sinrod & Tash, Washington, D. C., certified accountants, who delivered to the* TELECASTING YEARBOOK *editor only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.)*

### Four-Year Tabulation

The remarkable growth of TV business volume in the past four years is illustrated by the chart on this page. Total volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $208 million in 1951 and $288.8 million in 1952. The three categories that make up total volume—network, spot and local—have advanced proportionately.

So far television spending patterns have varied sharply from the coincidental developments in the sister service, radio.

As shown in the 1953 BROADCASTING YEARBOOK, local advertisers are radio's biggest customers, spot users second biggest and network advertisers at the bottom of the list. That trend in radio has become more and more pronounced.

In television, however, network business has expanded more rapidly than spot or local. In 1949, the first year of TV financial records, network business was $10.7 million, spot was $7.2 million and local $9.4 million. In 1950, network advanced to $35 million, spot to $25 million and local to $30.3 million. In 1951, network continued to lead the pack, with $97 million; spot moved ahead more rapidly than local, to $59.7 million compared with local volume of $51.3 million. That trend continued through 1952 when network was $135.6 million, spot $82.7 million and local $70.5 million.

In 1952, network advertising, which was 39% bigger than it was in 1951, accounted for 47% of total volume. Spot, which rose 38% over 1951, provided 28.6% of the total. Local, up 37% over the year before, contributed 24.4%.

Among network television accounts, advertisers in the food and food products category were far ahead of others in their total purchases of TV network time. TELECASTING YEARBOOK estimates of gross network billings by product groups show that food clients bought $33.8 million worth of time, figured at the gross, one-time rate, to account for 18.7% of all network billing.

### Comparison With 1951

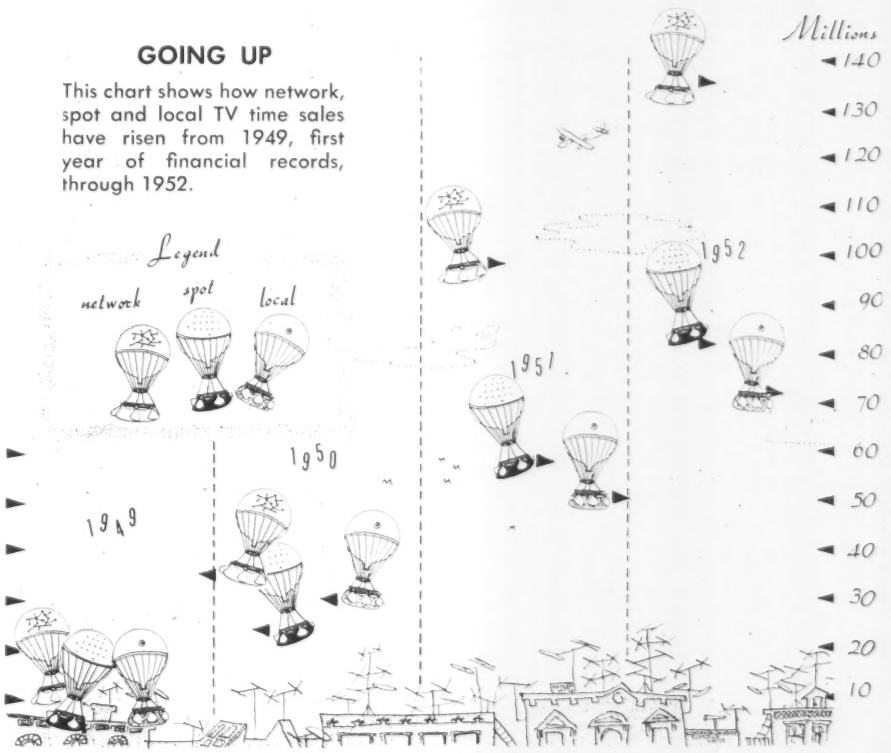
Food advertisers held the lead in 1951, too, and by a wider margin. In that year their gross billings were $25.8 million, 20.2% of all billing.

Second biggest spending category in 1952 was smoking materials—$28.4 million, or 15.7% of the total. This category was also second in 1951, with $17.9 million, 14.1% of the total.

Toiletries and toilet goods were third in 1952, as they were in 1951. Their 1952 expenditures were $24.8 million, or 13.7% of the total. In

**GOING UP**

This chart shows how network, spot and local TV time sales have risen from 1949, first year of financial records, through 1952.



1951 the figures were $16.4 million, 12.9% of the total.

In fourth place in 1952 were soaps, cleansers and polishes, a category that spent $21 million, or 11.6% of the total gross. The year before this group of advertisers was in fifth place, with expenditures of $11,037,695.

Fifth place in 1952 was taken by automotive accessories and supplies, which spent $15.4 million, or 8.6% of the total. This category barely nosed out soaps for fourth place the year before with expenditures of $11,050,501.

### Over 400 Pages

The 1953 TELECASTING YEARBOOK will contain more than 400 pages of basic information about the television medium.

It will include complete listing of executives, technical descriptions and rate information for every television station on the air and all information available on plans made by firms that have received construction permits. Listings of executives of the national networks and trade associations are included. Full lists of advertisers, agencies, program production firms and distributors and facts on all services pertaining to television have been compiled. Television station representatives and the stations they represent are presented.

One of the most useful departments is a complete listing of all television applicants and the place they hold in the FCC processing line. This department is completely indexed to make it easy to find any applicant as well as his relative position.

### Special "Rules" Dept.

FCC rules pertaining to television licensees and information for applicants are included in a special department.

Another improved section in this year's volume lists facts on television in other countries throughout the world, with estimates on the number of sets in circulation in each country, stations on the air or planned. Other departments in the book include: Average costs of station operation, pattern of television viewing, names and addresses of service firms, consultants and other related businesses, community television firms, group ownership, stations with newspaper interests, transfers of stations during 1952, channel allocations, manufacturers of television equipment and many other listings.

## Announcement

WINFIELD R. LEVI, Sales Manager of BROADCASTING • TELECASTING, effective today (March 16) becomes business head of the New York Bureau, transferring from Washington headquarters.

Coincident with this shift, announcement is made of the following promotions:

William H. Shaw, Midwest advertising representative, becomes Midwest Sales Manager, continuing in the Chicago Bureau.

Eleanor Manning, heretofore assistant to the advertising director, becomes Sales Service Manager, continuing in the New York Bureau.

Kenneth Cowan, advertising representative, becomes Eastern Sales Manager, continuing in the New York Bureau.

Mr. Levi succeeds S. J. Paul, former advertising director, who has resigned. Mr. Paul has not announced definite plans, but contemplates a new publishing venture or another connection in the industry. Mr. Levi joined B•T in 1946, serving successively as promotion manager, circulation manager, assistant advertising manager and sales manager. A graduate of the U. of Cincinnati, he has had agency experience in Cincinnati, and served as sales promotion manager of WSAI. He entered the Army as a private and now holds a lieutenant colonelcy in the Air Force Reserve.

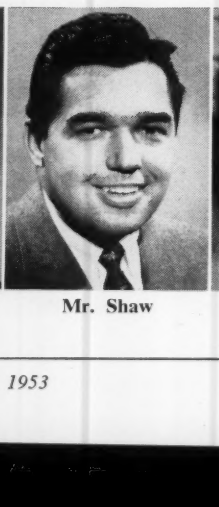
Mr. Shaw, a native of Waterloo, Ia., joined B•T in 1951, after having served in sales and promotional capacities with WLAC Nashville and WGH Norfolk. He is a U. of Missouri graduate, and served as a combat pilot in the European Theatre in World War II with rank of captain.

Mr. Cowan joined B•T in 1951 after having served two years with the Henry J. Kaufman & Assoc. advertising agency in Washington, D. C. He is a graduate of American U., Washington, and served in the European Theatre during the last war.

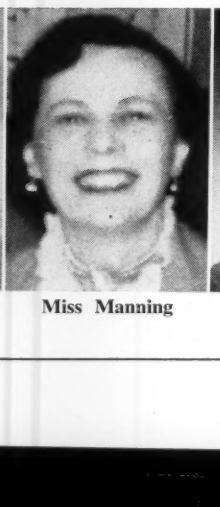
Miss Manning has been with B•T since 1949. She was for four years with the Kudner Agency Inc., serving as chief radio timebuyer and later in the new business department. She is a graduate of the Eastman School of Music of the U. of Rochester.

Messrs. Levi and Shaw will continue to report to Maury Long, Business Manager, at Washington headquarters.

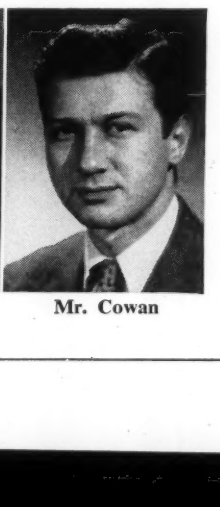
Mr. Levi



Mr. Shaw



Miss Manning



Mr. Cowan



# DOZEN FIRMS OPEN SEASONAL DRIVES

**Spring and summer advertisers start radio and television spot campaigns in varied markets.**

SPRING and summer seasonal advertisers have broken out in a contagion of spots, radio and television, with varied market schedules, and more than a dozen sponsors participating.

That was the diagnosis after a B•T check of the industry's complexion last week.

Among seasonal accounts, Jackson & Perkins (nursery stock), through Maxwell Sackheim & Co., New York, is known to be preparing a radio and TV spot schedule in 100 markets to be launched April 15.

Griffin shoe polish, both a year-around and seasonal advertiser, will supplement its portion of *Your Show of Shows* on NBC-TV with a radio schedule in about 50 non-TV markets starting April 25 and moving across the country as the weather warms. The 39-week contracts are placed through Bermingham, Castleman & Pierce, New York.

### Tandem Plan Sale

Another shoe polish firm, Knomark Mfg. Co., (Esquire boot polish), has signed the NBC radio Tandem Plan for 10 weeks, effective last Thursday, participating in: *Judy Canova Show*, Thurs., 10-10:30 p.m.; *Barrie Craig, Confidential Investigator*, Sun., 10-10:30 p.m., and *Red Skelton Show*, Tues., 8:30-9 p.m. Agency for Esquire is Emil Mogul Co., New York.

Robert Hall Clothes, long the nation's largest user of retail radio advertising, for spring business will add a TV spot campaign using 20 stations in 11 major markets. The spots, modeled after the firm's radio policy, will run during daytime and early evening, just before the span of network shows, and in late evening when the networks again are quiescent.

While the firm is increasing use of TV this spring, according to Jerry Bess, vice president of Frank B. Sawdon, New York, agency handling the account, "the TV campaign has not decreased Robert Hall's overall radio activity."

The chain stores use spot radio on 180 stations in 80 cities.

Howard Clothes, another chain, through Dowd, Redfield & Johnstone Inc., New York, signed Phil Davis Musical Enterprises to a 13-week contract for a musical commercial to be tested on Philadelphia and Boston radio stations. If successful, Howard will expand the campaign to national scope.

Flex-Let watch bands, another seasonal advertiser, is preparing a TV spot schedule effective April 1 for 13 weeks in a dozen major markets. Ben Sackheim, New York, is the agency.

### Spring Campaign

American Cigarette & Cigar Co. (Pall Mall cigarettes) will start its spring campaign—to run in addition to its regular radio and television network shows—in 45 radio markets with a spot schedule in the 7-8 a.m. time. Contracts, effective April 1, will be for 52 weeks and are placed through Sullivan, Stauffer, Colwell & Bayles, New York.

General Electric (TV sets) is following its recent radio spot campaign with a new six-week saturation schedule effective March 30 in 10 markets. Maxon Inc., New York, is the agency.

Good Humor Corp. (frozen desserts) formerly serviced by Grey Adv., has named David J. Mahoney Inc., New York, to handle its ac-

vertising. Agency and advertiser, it was learned, are considering a spring radio and TV campaign.

Meanwhile, American Ice Cream, division of the Doughnut Corp. of America, has appointed Grey Adv., New York, to handle its advertising. Plans call for local campaigns using radio and television. The division holds the Howdy Doody franchise for all frozen ice and ice cream products throughout the U. S.

White Rock Co., through Ellington & Co., New York, has just signed for sponsorship of an undisclosed number of spots and programs on WNBC, New York NBC radio outlet, under the station's Chain Lightning plan. The campaign starts April 1 with approximately $15,000 allotted.

Knickerbocker Beer, through Biow Co., in another local action, has scheduled one of the largest single station program transactions with plans for a live show, 11 p.m. to midnight, five times weekly on ABC's WABC-TV New York (also see ABC story, page 68).

Swan Soap is preparing, through BBDO, New York, an introductory campaign in the New York area starting the first week in April for four weeks, using mostly 10-second television spots on a number of New York stations.

Bond Bread, through BBDO New York, placed a one-week radio spot schedule in 20 markets last week.

## Advertisers Re-Sold on Radio, CBS' Murphy Tells Ad Group

### Radio still best buy, and will never return to low point of 14 months ago, according to CBS Radio's president.

ADVERTISERS realize again that radio offers the best values in all advertising, both day and night, Adrian Murphy, president of CBS Radio, told members of the New England Radio Executives Club Wednesday in Boston.

Declines in nighttime audiences, he said, have been more than offset by reduction in nighttime cost.

Predicting "Radio will never again have to pass through the psychological doldrums of 14 months ago," the CBS executive listed factors in radio's vitality: Markets remain important radio centers, with increased listening; radio is inherently effective, reaching many people economically with much impact; selling and promotional efforts by industry organizations are highly effective, and the "creative spark" is increasing in the program field.

Pointing to the CBS network commercial program schedule as an example of a revived interest in radio, Mr. Murphy said Mondays through Fridays, daytime, are sold out, with a waiting list despite the February rate increase. Saturdays and Sundays, daytime, are also "well sold," he said, while at night "we again have all our big name programs back. A year ago, we were seriously concerned whether we would have any of these programs on again."

Using CBS Radio figures as evidence of industry strength, he said in 1951 there were 148 daytime quarter-hours sold per week, slightly off from the 1948, pre-TV figure of 154. In 1952, however, the figure had risen to 171, or 23 more programs than in 1951 and 17 more than in 1948. CBS Radio's loss in nighttime quarter-hours sold per week, measured from pre-TV days, has been only 10.4%.

CBS-owned stations had more income in January 1953 than in January 1952, he said, and all are in prime TV markets. In comparison with 1948, their national and local spot business is running 36% ahead.

**APPARENTLY approving choice of Nell Owen (c) of Dallas, Tex., as the nation's prettiest school teacher in a contest sponsored by CBS Radio's *Our Miss Brooks* program, are (l to r) D. Robert Parman, partner, Ted Bates & Co., agency; Louis Hausman, administrative vice president, CBS Radio; Irwin W. Hoff, advertising manager, Colgate-Palmolive-Peet Co., sponsor of program, and John Karol, v. p. in charge of network sales, CBS Radio.**

## REACTIONS MIXED ON GENERAL MILLS PLAN

### Though there are reports of some opposition, GM's agency says that a good number of stations seem ready to go along with the plan that represents a departure from the accepted time buying pattern.

THE spot saturation plan devised by General Mills, Minneapolis, for certain key markets was reported to have encountered strong objections last week as station reactions poured in to radio-TV station representatives and Knox-Reeves Adv., the agency for Wheaties.

A number of stations were said to be disenchanted with at least two features of the General Mills project—described as "Wheaties Operation Sparks 1953-'54"—which calls for spot campaigns from April 5 to Oct. 11 and from Oct. 18 to March 27, 1954 [B•T, March 9].

The firm has introduced two new aspects into this year's plan—there is no set formula for individual station rates and the firm is approaching stations in point of its market preferences, through their representatives, rather than in order of its choices of stations.

### Some Strong Opposition

In a spot check by B•T, some stations indicated a strong opposition to GM's proposed "floating" or alternating two-weeks schedule under the four plans which it held out to stations in various markets. Others hit out at the company advertiser's insistence that stations carry at least 90% of all spot announcements for which it had contracted.

Under each of the four plans [At Deadline, March 9] which are deemed flexible enough to cover all types of markets, rates would be based on budgets, costs, ratings, coverage, TV or non-TV penetration, common AM-TV ownership, and type of schedule. The spots would be used for Wheaties, with adjacencies in late afternoon or early evening hours.

Despite these objections—and probably because of local competitive factors—a good number of stations seemed prepared to go along with one of the plans. Knox-Reeves Adv. reported "generally satisfactory response," claiming it had heard from perhaps 75% of the stations the agency had sought to reach.

As during last year, General Mills has steadfastly refused to announce the details on its plan in the face of widespread concern over "rate-cutting" practices, and possible organized industry resistance. Station representatives likewise have declined to be quoted on individual station response and their own station lineups. A number of them appear to feel gratified, however, that GM has cast an approximate $1.5 million worth of spot business into spot radio.

One important aspect of the 1953-'54 campaign is that it gives preference to stations which accepted its bids last year. Stations have been advised, in most instances, to quote their lowest rate for the particular plan for that market area and give a sample of their schedules.

Under last year's plan, for which no station schedules ever were revealed—but which contained a number of network o and o stations and regional networks—GM set a flat rate formula, from which it would not deviate. It called for 50% of the individual station's one-time daytime rate, it also specified that 80% of the announcements be aired in the nighttime hours, giving General Mills an appreciable discount in practical effect. This year, it is stressed, the plan is more flexible.

Plan No. 1 is the basic arrangement on which the other three plans hinge. It calls for 14 actual weeks of broadcasting, starting with April 5 and 12, then off two weeks and on two weeks, etc. It calls for 10 announcements per day or 70 per week. From October 18 through March 27, 1954, the plan calls for nine announcements per day for 24 weeks, with spots broken down into one minute and 20 seconds. Maximum number of 20-second announcements is not to exceed 50% of the total spots scheduled.

The second plan calls for a schedule reduced by 50% from April through October, while the third and fourth plans eliminate the October-March or fall-winter commitments.

## RR Buys 'Off-Line' Radio

UNION Pacific Railroad, for the first time, is buying radio in "off-line" cities, according to H. B. Northcott, general advertising manager. About one-eighth of the railroad's radio budget this year will be spent in markets not served directly by the company, he said. Stations scheduled, near the railroad's eastern terminus at Omaha, include WISN Milwaukee, KWK St. Louis, KSTP Minneapolis and KRNT Des Moines.

# WHAT ABOUT TV CIRCULATION?

**Weintraub V. P. William Trenner says "no answer in sight" for TV's "grave" problem of circulation and costs; rotation is possible way out for different buyers to get same value for same cost.**

RESPONSIBILITY for determining circulation and how to charge for it are "much graver" TV problems than rising costs and answers "are not in sight" in the opinion of Harry Trenner, vice president of William H. Weintraub agency, New York.

Speaking at the March meeting of the Television Assoc. of Philadelphia at the Poor Richard Club, he posed the query, "How long will an advertiser continue to stand for paying the same amount as another advertiser when he has only half the audience?"

"When a network offers a time spot and a program, it has the entire responsibility for circulation," said Mr. Trenner. "And if two programs costing the same go into two time spots costing the same, with different size audience, there's a problem. Advertisers were willing to sit still for this for many years in radio, but TV is taking a much bigger bite.

### Percentage Considerable

"The dollars are much larger, the percentage of the budget used for TV is considerable, and sponsors take a longer, more careful look," he said.

Referring to networking, Mr. Trenner said "the obvious answer" to circulation control is the analogy of the printed medium, where advertisers have no control over the editorial content. "Why should they run the shows on TV? Why don't they just impose their advertising on the matter provided by the medium?," he asked. He posed other questions: "Where's the guaranteed circulation, like a magazine? Where's the rebate, if the guarantee isn't met, like a magazine. Where's the same shake for two advertisers paying the same time and talent bill, like a magazine?

"I don't mean to imply that circulation in the printed medium is the only factor; I believe that position has something to do with it. But positions in a magazine or a newspaper will vary an audience for an advertiser by perhaps 5% to 10%. In TV, cost-per-thousand figures have differences of as high as 200%," Mr. Trenner charged.

TV is a powerful medium, he said, and it can get business for sponsors. "But it has not proven itself as the panacea of all sales evils, and is a vital young stallion which is currently something of a run-away horse."

One circulation plan is a rotation plan, in which each sponsor would be guaranteed so much circulation in a specified period, either a week, a month or a 13-week cycle," the agency executive said. "This, of course, is a far cry from the business as we know it today, and is something like some of the so-called tandem plans that have been a vogue in radio lately. It could mean a real revolution in television," he asserted.

"The time will inevitably come when General Foods and General Mills will want the same thing for the same money," he added.

Mr. Trenner suggested that stations adjust rates first of all: "Don't keep charging 50% of night-time for your day-time periods. Don't encourage the racket of double and triple-spotting at station breaks," he warned. "Who can sell anything that way? What happens to your important programs if you kill the goose that lays the golden egg?"

### Local Programming

He recommended that stations keep enough local programming to do justice to local customers and the local audience, "but don't kick network advertisers around because a spot show brings more money. Remember that programs like *I Love Lucy*, *Milton Berle* and the *World Series* sell as many television sets in your market as they do razor blades, gasoline and cigarettes. Be careful not to penalize the guy who is building the audience that you are selling," he said.

**RADIO AND TV in the Chicago area are promoting Salerno saltines and Norway sardines during the Lenten season, in a joint campaign planned by the two companies and their agencies. Details of the merchandising and promotional tie-in were completed by, (l to r), George F. Salerno, president, Salerno-Megowen Biscuit Co., Chicago; R. J. Scott, president, Schwimmer & Scott, agency which handles the account; Samuel S. Moody, merchandising representative, McCann-Erickson, which handles the Norwegian Sardine Institute account, and Charles L. Sullivan, vice president, Salerno-Megowen. More than 1,000 supermarkets and chain stores in the area are cooperating with the grocery product manufacturers.**

## Paper Revenue to Remain High Despite TV, Britt Says

NEWSPAPERS have held their own in percentage of total advertising expenditures for the past 20 years, and probably will maintain their position despite television or any decline in business economy, an agency research expert told newspaper representatives last week.

Steuart H. Britt, vice president and research director of Needham, Louis & Brorby Inc., Chicago, addressing a luncheon session of the Chicago Newspaper Representatives Assn., said newspapers appear to be holding their own in public readership of both advertising and editorial matter, even in cities with heavy TV set ownership. He said many newspaper advertising sales representatives have been worrying "too much" about TV. They entertain "feelings of uneasiness, with every thought permeated with worry about the bugaboo" of TV. The precise effect of TV on newspaper reading has not been definitely established as yet, he noted.

## Arizona Advertising Awards

A-1 BREWING Co., Phoenix, won first place in both the radio and TV category for outstanding commercial announcements in the first annual Arizona Advertising Awards competition sponsored by the Phoenix Advertising Club.

Company and its agency, Advertising Counselors of Arizona, Phoenix, were commended. A-1 received the only television award, and first and second place in radio.

Honorable mention in radio went to Charlie Case Tire Co., Phoenix, for a transcribed announcement produced by KOY Phoenix. Citation for the most outstanding overall advertising campaign went to the Arizona State Fair, handled by Jennings & Thompson Adv., followed by A-1 Brewing Co. and Hotel Westward Ho.

Co-chairmen on the awards committee were Frank Mangelsdorf, advertising director, Advance Seed Co., and Dick Goebel, account executive, Advertising Counselors of Arizona. Featured speaker at the banquet was Howard Willoughby, senior vice president, Advertising Assn. of the West. Ceremonies were broadcast on a state-wide network.

## Lawler to Geyer Adv.

N. F. LAWLER, central division sales manager for Nash Motors Div. of Nash-Kelvinator Corp., will join Geyer Adv., New York, as a vice president April 1, President B. B. Geyer announced last week. Nash Motors is handled by Geyer.

In addition, Edward J. Corbett, copy chief for the agency's Detroit office, has been elected a vice president and will serve as account executive on Nash.

Mr. Lawler served previously as director of advertising and sales promotion for Nash for eight years. Mr. Corbett has been with Geyer (formerly Geyer, Newell & Ganger) as copy chief since 1946.

## Direct Mail Volume Up

DIRECT Mail Advertising Assn., reported last week that the dollar volume of direct mail advertising used by American business during January 1953 was $101,827,775, compared with $99,516,152 during the same period of 1952. The January 1953 figure was said to represent a 2.2% gain over the dollar volume for January 1952.

# Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

## Berman's Buy

BERMAN'S radio-TV appliance store, Chicago, really believes in splurging when it comes to buying radio time for disc shows. The store has signed Dirk Courtenay, local disc personality, to some 100 quarter-hours per week on five independent Chicago stations (WIND WJJD WCFL WAAF WAIT), with periods slotted throughout the day on each outlet. It's also the first time the store has bought a local personality. Agency is Sherwin Robert Rodgers & Assoc., Chicago.

## Hewitt Leaves HOB&M; Shelby Page Named V. P.

RESIGNATION of Anderson F. Hewitt as board chairman of Hewitt, Ogilvy, Benson & Mather and election of Shelby Page as vice president and treasurer were announced last week. Mr. Hewitt's resignation was said to be "due to disagreement on policy decisions."

In announcing Mr. Page's election as vice president, David Ogilvy, president, noted Mr. Page has been treasurer of the agency since its early days.

He also announced that James McCaffery, director of media, has been elected a vice president.

## Paul E. Gailey Dies

FUNERAL services were held last Tuesday at Glendale, Calif., for Paul E. (Ted) Gailey, 49, vice president of Glasser-Gailey Inc., Los Angeles advertising agency, who died March 7 after a long illness. Surviving are his wife, Grace Glasser, president of the agency, his mother and father, a sister and a brother.

## NEW BUSINESS

**Paris International Trade Fair** (May 9-25) has purchased schedule of spot announcements on 11 stations of Good Music Broadcasters throughout U. S. on three-times-a-week basis for six weeks, starting last Monday. Agency: Hicks & Greist, N. Y.

**Gough Industries,** L. A. (MG and Morris cars, International Harvester refrigerators and freezers and Sylvania TV sets), started saturation spot announcement campaign on KNX, KFWB, KFI that city, KBIG Avalon, KLAC-TV and KTTV (TV) Hollywood, for six weeks starting March 9. Agency: Noble Adv. Co., L. A.

**General Mills,** Minneapolis (Wheaties), has signed to sponsor *Wheaties Scoreboard*, weekly five-minute major league baseball summary immediately following Mutual's Sunday *Game of the Day*, starting April 5. Contract is effective for duration of baseball season. Agency: Knox-Reeves Adv., Minneapolis.

**Palm Beach Co.,** Cincinnati (men's suits), will sponsor 5-6 p.m. EST segment of Palm Beach Golf Tournament for one time only on DuMont TV Network, Sun., May 17, 4-6 p.m. Telecast will originate from Meadow Brook Club, Westbury, L. I. Agency: Ruthrauff & Ryan, Chicago.

**Pharmaco Inc.** (Feen-A-Mint laxative chewing gum and Choos Antacid chewing gum), sponsoring *When a Girl Marries*, Tues. and Thurs., 10:45-11 a.m. and *News With Don Gardiner*, Tues. and Thurs., 12 noon-12:10 p.m., both on ABC. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

**S. C. Johnson & Sons** (Johnson's wax) signs for co-sponsorship of ABC-TV's *Saturday Night Fights*, Sat., 9-10 p.m. EST for 26 weeks starting April 25. Agency: Needham, Louis & Brorby, Chicago. Other sponsor: Bayuk cigars.

**Wm. Wrigley Jr. Co.** started sponsorship of *Yours Truly, Johnny Dollar* on CBS Radio last Tues., 9-9:30 p.m. EST, as replacement for *Life With Luigi*. *Mr. Chameleon* mystery series goes into Fri., 8:30-9 p.m. spot formerly occupied by *Johnny Dollar*, on sustaining basis. Agency: Arthur Meyerhoff & Co., Chicago.

**Pearson Pharmacal Co.** (Ennds) planning alternate-week sponsorship of Neptune Productions' *Eye Witness*, 9-9:30 p.m., effective March 30, replacing *Hollywood Opening Night*.

**American Federation of Labor,** Washington, sponsoring *Both Sides*, discussion-forum program, on ABC-TV, Sun., 1:30-2 p.m. EST, for 52 weeks, starting Sunday. Agency: Furman, Feiner & Co., N. Y.

### Agency Appointments

**Strietmann Biscuit Co.,** Cincinnati, appoints Ralph H. Jones Co., same city, effective April 1.

**Globe Brewing Co.,** Baltimore, Md. (Hals and Arrow beer), appoints VanSant, Dugdale & Co., same city. Radio-TV are being used.

**Kern Food Products Inc.,** L. A. (jams, jellies, catsup), appoints Mottl Adv. Agency, that city.

**Leslie Salt Co.,** S. F., appoints Honig-Cooper Co., that city. **Louis Honig** is account executive.

**Columbia College, Stokes-Miller & Co.** (insurance firm) and **International Insurance Assoc. Inc.,** all L. A., appoint Shore Assoc. Corp., Hollywood.

**Bodger Seed Co.,** El Monte, Calif., appoints Jordan Co., L. A. **R. L. Randall** is account executive.

**Printed Cellophane Tape Co.,** L. A., appoints Byron H. Brown & Staff, that city.

**Gas Sales Promotional Committee of Eastern Pennsylvania** names John Falkner Arndt & Co., Phila.

## Revive Singin' Sam

BARBASOL'S "Singin' Sam" singing commercial of early '20s is being revived by Erwin, Wasey & Co., N. Y., which has handled the Barbasol account for 30 years. Agency did some research, found that almost every person interviewed who was over 25 years of age remembered it —and some were able to sing it correctly all the way through. So, except for a few changes to point up current copy themes, it's being aired on WCBS radio and WNEW New York and WCAU WIP and WPEN Philadelphia.

**Riverside Metal Co.** names Robert S. Kampmann Jr. Agency, Phila.

**Jacques Kreisler Mfg. Corp.** (watchbands and men's jewelry), names Foote, Cone & Belding, N. Y.

**Dryer Co. of America** (electric hand dryers) names Abner J. Gelula & Assoc., Phila.

**Willima T. Wiegand Corp.,** Vineland, N. J. (laboratory glass) names Sydney R. Nemarow, Phila.

### Miscellaneous

**Ad Associates,** L. A., moves to 5050 Wilshire Blvd. Telephone is Webster 3-7501.

**Kostka, Bakewell & Fox Inc.,** Denver, elected to membership in American Assn. of Adv. Agencies.

**Al Carmona Adv.,** Hollywood, has become **Carmona & Allen Inc.,** that city, headquartered at 1213 N. Highland. **Bill Allen,** account executive for former agency, is president of new firm. **Al Carmona** is secretary-treasurer. **Frank Craden,** assistant advertising supervisor, Gulf Oil Corp., N. Y., and **Evelyn Singer** join agency as copy chief and account executive, respectively.

**Ross, Gardner & White Adv.,** L. A., and **C. B. Juneau Inc.,** Beverly Hills, have merged under latter's name. **Raymond B. Gage** continues as president of Juneau and **Edward B. Ross** is account executive.

**Mathisson & Assoc.,** N. Y., relocates at 1065 International Bldg., Rockefeller Center.

**BALTIMORE ORIOLES Thursday and Sunday home baseball games will be televised on WMAR-TV that city under sponsorship of Gunther Brewing Co. Signing contract are (l to r): Seated, Arthur Goldman, Gunther advertising manager; Jack Dunn, Orioles owner-president, and E. K. Jett, WMAR-TV vice president and director; standing, Baxter Ward and John MacLean, WMAR-TV announcers; Herb Armstrong, Orioles Baseball Club; H. P. McLaughlin, Gunther, and E. A. Lang, WMAR-TV sales manager.**

# "I like Ford Hopkins Rexall Drug Stores rat poison because..."

We discarded the idea for a complete-this-sentence-in-twenty-five-words-or-less contest almost before we thought of it. The rat poison market defies analysis; and even though Iowa *has* the highest literacy rate in the nation, rats in some of the outer reaches of WMTland might have had difficulty gnawing into Ford Hopkins drug stores for entry blanks.

Well, we were resigned to the fact that rats would be reticent about expressing a preference for any particular brand of poison. Nevertheless, we went ahead with a two week campaign (eight announcements) on behalf of Ford Hopkins' tidbits. The demand was not only tremendous—we even received 157 orders at the station.

It's true that most of the customers were people, but you can't have everything.

*Moral: Building mouse traps isn't the only way to get paths beat.*

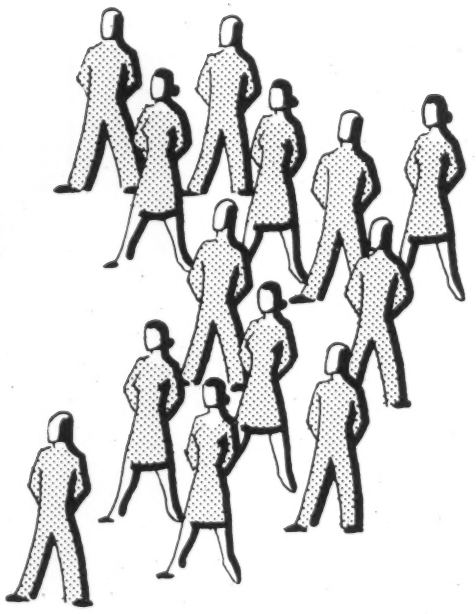
**CEDAR RAPIDS** WMT

600 kc • 5,000 watts • Basic CBS Network • Represented nationally by the Katz Agency

# IN MARYLAND

## MOST PEOPLE WATCH

# WMAR-TV



**Only ONE Baltimore station Delivers 13 Televiewers per Penny of Aircost—10 A.M. to 3 P.M.***

Ratings tell the powerful story. Spot buyers who take advantage of WMAR-TV's powerhouse daytime program line-up have found the average ratings delivering 1,000 viewers for 77c.

*Based on WMAR-TV's average rating of 9.1 between 10 A.M.-3 P.M., Sunday through Saturday, from ARB, January, 1953.

**WMAR-TV**
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

**Represented by THE KATZ AGENCY, INC.** NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

## Plot Marks Best TV Drama, Advertest Study Indicates

New York viewers tell Advertest interviewers they choose drama on the basis of a good plot. "Robert Montgomery Presents" named as favorite.

AT LEAST 40% of the respondents in a study of television dramatic programs released by Advertest Research last week chose their favorite drama TV program on the basis of its story material or plot. The study came from 753 personal interviews in the New York metropolitan area.

Advertest's February issue of its continuing service, "The Television Audience of Today," reported *Robert Montgomery Presents* as the favorite drama among respondents. Following were *Studio One*, *Philco/Goodyear Playhouse*, *Kraft TV Theatre* and *Lux Video Theatre*. Presentation or production and variety of stories presented were other reasons for preferences in programs.

Respondents, asked to name all dramatic programs they had viewed in the past month, placed them among these, in order: *Robert Montgomery Presents*, *Kraft TV Theatre*, *Fireside Theatre*, *Philco/Goodyear Playhouse* and *Studio One*.

### Montgomery Preferred

In excellent-good-fair-poor ratings 61% rated *Robert Montgomery Presents* excellent, 47% *Studio One*, 46% *Kraft TV Theatre*, and *Philco/Goodyear Playhouse* and *Broadway TV Theatre* 42% each.

Viewers who preferred filmed programs said they did so because of film's greater scope of scenery and settings. Live programs were liked, viewers said, because of better picture quality and because viewers said they like to know they are watching an actual performance.

## TELESTATUS®

### Weekly TV Set Summary—March 16, 1953—TELECASTING SURVEY

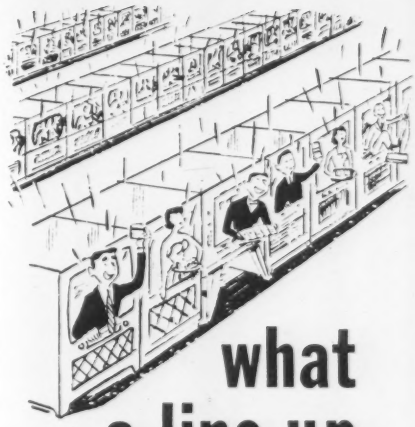
| City | Outlets on Air | Sets in Area vhf | uhf |
|---|---|---|---|
| Albuquerque | KOB-TV | 24,934 | ..... |
| Altoona | WFBG-TV | ..... | ..... |
| Amarillo | KGNC-TV | 11,785 | ..... |
| Ames | WOI-TV | 125,032 | ..... |
| Atlanta | WAGA-TV, WSB-TV, WLWA | 215,000 | ..... |
| Atlantic City | WFPG-TV | 54,850 | 6,035 |
| Austin | KTBC-TV | 22,374 | ..... |
| Baltimore | WAAM, WBAL, WMAR-TV | 460,684 | ..... |
| Bangor | WABI-TV | 14,240 | ..... |
| Baton Rouge | WAFB-TV | ..... | ..... |
| Binghamton | WNFB-TV | 103,500 | ..... |
| Birmingham | WAFM-TV, WBRC-TV | 150,000 | ..... |
| Bloomington | WTTV | 221,800 | ..... |
| Boston | WBZ-TV, WNAC-TV | 1,015,445 | ..... |
| Buffalo | WBEN-TV | 336,931 | 523 |
| Charlotte | WBTV | 299,617 | ..... |
| Chicago | WBBM-TV, WBKB, WGN-TV, WNBQ | 1,341,717 | ..... |
| Cincinnati | WCPO-TV, WKRC-TV WLWT | 402,000 | ..... |
| Cleveland | WEWS, WNBK, WXEL | 739,702 | ..... |
| Colorado Springs | KKTV | 14,500 | ..... |
| Columbus | WNBS-TV, WLWC WTVN | 279,000 | ..... |
| Dallas-Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 246,871 | ..... |
| Davenport | WOC-TV | 169,000 | ..... |
| Quad Cities Include Davenport, Moline, Rock Is., E. Moline | | | |
| Dayton | WHIO-TV, WLWD | 272,000 | ..... |
| Denver | KFEL-TV, KBTV | 117,299 | ..... |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 850,000 | ..... |
| El Paso | KROD-TV, KTSM-TV | 17,250 | ..... |
| Erie | WICU | 184,680 | ..... |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV WFAA-TV | 246,871 | ..... |
| Grand Rapids | WOOD-TV | 233,961 | ..... |
| Greensboro | WFMY-TV | 156,548 | ..... |
| Honolulu | KGMB-TV, KONA | 17,597 | ..... |
| Houston | KPRC-TV | 232,000 | ..... |
| Huntington-Charleston | WSAZ-TV | 175,117 | ..... |
| Indianapolis | WFMB-TV | 327,000 | ..... |
| Jackson | WJTV | ..... | ..... |
| Jacksonville | WMBR-TV | 101,000 | ..... |
| Johnstown | WJAC-TV | 621,244 | ..... |
| Kalamazoo | WKZO-TV | 241,832 | ..... |
| Kansas City | WDAF-TV | 271,890 | ..... |
| Lancaster | WGAL-TV | 212,412 | ..... |
| Lansing | WJIM-TV | 171,350 | ..... |
| Lincoln | KOLN-TV | 28,000 | ..... |
| Los Angeles | KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV | 1,515,495 | ..... |
| Louisville | WAVE-TV, WHAS-TV | 226,915 | ..... |
| Lubbock, Tex. | KDUB-TV | 18,753 | ..... |
| Lynchburg | WLVA-TV | 40,500 | 1,500 |
| Matamoros (Mexico), Brownsville, Tex. | XELD-TV | 27,300 | ..... |
| Memphis | WMCT | 194,987 | ..... |
| Miami | WTVJ | 174,700 | ..... |
| Milwaukee | WTMJ-TV | 407,830 | ..... |
| Minn.-St. Paul | KSTV-TV, WCCO-TV | 360,100 | ..... |
| Mobile | WALA-TV, WKAB-TV | ..... | ..... |
| Nashville | WSM-TV | 107,108 | ..... |
| New Britain | WKNB-TV | 225,000 | 36,600 |
| New Haven | WNHC-TV | 349,000 | ..... |
| New Orleans | WDSU-TV | 165,358 | ..... |
| New York-Newark | WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV | 3,230,000 | ..... |
| Norfolk-Portsmouth-Newport News | WTAR-TV | 161,585 | ..... |
| Oklahoma City | WKY-TV | 193,700 | ..... |
| Omaha | KMTV, WOW-TV | 176,650 | ..... |
| Peoria | WEEK-TV | ..... | ..... |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 1,200,318 | ..... |
| Phoenix | KPHO-TV | 67,400 | ..... |
| Pittsburgh | WDTV | 580,000 | ..... |
| Portland, Ore. | KPTV | 72,839 | 72,839 |
| Providence | WJAR-TV | 284,000 | ..... |
| Pueblo | KDZA-TV | 13,000 | ..... |
| Reading | WHUM-TV | 84,748 | 84,748 |
| Richmond | WTVR | 162,517 | ..... |
| Roanoke | WROV-TV, WSLS-TV | 50,100 | ..... |
| Rochester | WHAM-TV | 177,500 | ..... |
| Rock Island | WHBF-TV | 169,000 | ..... |
| Quad Cities Include Davenport, Moline, Rock Is., E. Moline | | | |
| Salt Lake City | KDYL-TV, KSL-TV | 121,100 | ..... |
| San Antonio | KEYL, WOAI-TV | 132,438 | ..... |
| San Diego | KFMB-TV | 170,650 | ..... |
| San Francisco | KGO-TV, KPIX, KRON-TV | 533,735 | ..... |
| Schenectady-Albany-Troy | WRGB | 261,400 | ..... |
| Seattle | KING-TV | 232,700 | ..... |
| South Bend | WSBT-TV | 26,588 | 26,588 |
| Spokane | KHQ-TV, KXLY-TV | 18,319 | ..... |
| St. Louis | KSD-TV | 480,000 | ..... |
| Syracuse | WHEN, WSYR-TV | 214,067 | ..... |
| Tacoma | KTNT-TV | ..... | ..... |
| Toledo | WSPD-TV | 224,000 | ..... |
| Tucson | KOPO-TV | ..... | ..... |
| Tulsa | KOTV | 138,050 | ..... |
| Utica-Rome | WKTV | 89,000 | ..... |
| Washington | WMAL-TV, WNBW, WTOP-TV, WTTG | 436,849 | ..... |
| Wichita Falls | KWFT-TV | ..... | ..... |
| Wilkes-Barre | WBRE-TV | 40,000 | 40,000 |
| Wilmington | WDEL-TV | 130,424 | ..... |
| York | WSBA-TV | 28,534 | 28,534 |
| Youngstown | WFMJ-TV, WKBN-TV | ..... | ..... |

Total Stations on Air 145* Total Markets on Air 93*

Total Sets in Use 22,166,140

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

what a line up..

327,000 STRONG!

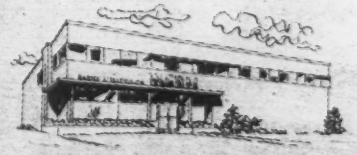
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~
~~60,000~~
~~90,000~~
today

there are 327,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

# RADIO MAKERS SHIP 7 MILLION-PLUS IN '52

RADIO manufacturers shipped more than seven million radio sets to dealers last year, according to Radio-Television Mfrs. Assn.

RTMA announced last week that 7,066,794 radios went into dealers' hands in 1952, a slight decline from the 7,588,810 sets shipped in 1951. The shipments do not include auto radios.

From 1946 through the end of 1952, manufacturers shipped 21,812,263 television sets to dealers. Last year the industry manufactured 6,096,279 TV sets. The production figures cover actual factory output as distinguished from shipments to dealers.

Total radio production in 1952, according to RTMA [B•T, Feb. 2], amounted to 9,711,-236 sets, of which 2,729,070 were auto sets.

Following are radio set shipments to dealers in 1952 (auto sets not included):

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 123,824 | Neb. | 57,224 |
| Ariz. | 47,319 | Nev. | 8,925 |
| Ark. | 68,629 | N. H. | 17,324 |
| Calif. | 506,562 | N. J. | 236,798 |
| Col. | 53,290 | N. M. | 27,651 |
| Conn. | 90,461 | N. Y. | 827,256 |
| Del. | 21,200 | N. C. | 157,503 |
| D. C. | 74,871 | N. D. | 34,157 |
| Fla. | 178,503 | Ohio | 428,206 |
| Ga. | 184,289 | Okla. | 96,835 |
| Idaho | 24,090 | Ore. | 67,968 |
| Ill. | 443,912 | Pa. | 524,971 |
| Ind. | 158,429 | R. I. | 29,759 |
| Iowa | 106,057 | S. C. | 74,971 |
| Kan. | 91,523 | S. D. | 32,581 |
| Ky. | 109,963 | Tenn. | 125,807 |
| La. | 128,087 | Tex. | 373,541 |
| Me. | 58,931 | Utah | 27,894 |
| Md. | 109,659 | Vt. | 14,619 |
| Mass. | 215,149 | Va. | 122,004 |
| Mich. | 249,130 | Wash. | 96,283 |
| Minn. | 115,772 | W. Va. | 84,962 |
| Miss. | 65,782 | Wisc. | 142,331 |
| Mo. | 191,393 | Wyo. | 14,224 |
| Mont. | 26,165 | GRAND TOTAL | 7,006,794 |

Following are TV set shipments to dealers for the period 1946 through 1952:

| State | Total | State | Total |
|---|---|---|---|
| Ala. | 156,268 | Neb. | 139,479 |
| Ariz. | 49,948 | Nev. | 581 |
| Ark. | 36,893 | N. H. | 63,570 |
| Calif. | 2,097,472 | N. J. | 1,282,586 |
| Col. | 100,571 | N. M. | 20,406 |
| Conn. | 445,902 | N. Y. | 3,505,155 |
| Del. | 77,200 | N. C. | 255,067 |
| D. C. | 251,054 | N. D. | 1,380 |
| Fla. | 200,495 | Ohio | 1,855,765 |
| Ga. | 279,827 | Okla. | 195,962 |
| Idaho | 2,315 | Ore. | 46,872 |
| Ill. | 1,621,753 | Pa. | 2,098,227 |
| Ind. | 582,977 | R. I. | 178,126 |
| Iowa | 247,251 | S. C. | 59,907 |
| Kan. | 86,395 | S. D. | 3,673 |
| Ky. | 242,375 | Tenn. | 194,736 |
| La. | 141,818 | Tex. | 607,640 |
| Me. | 22,769 | Utah | 89,691 |
| Md. | 466,881 | Vt. | 13,787 |
| Mass. | 1,061,436 | Va. | 305,390 |
| Mich. | 1,121,839 | Wash. | 220,367 |
| Minn. | 301,055 | W. Va. | 126,768 |
| Miss. | 39,669 | Wis. | 359,147 |
| Mo. | 549,597 | Wyo. | 3,065 |
| Mont. | 1,156 | GRAND TOTAL | 21,812,263 |

## Sponsors Like Drama

DRAMATIC programs in four categories lead all other types of sponsored programs on radio and television networks, according to a summary released by Executives Radio-TV Service, Larchmont, N. Y.

Summary is based on data in firm's FACTuary published last week, showing the total number of sponsored dramatic offerings on TV is 55, with radio networks carrying 49 programs of the same type.

The company's breakdown of the four types of dramatic shows follows: Dramatic plays—19 on TV, 14 on radio; mystery and detection—16, TV, 13, radio; situation comedy—16, TV, 13, radio; juvenile and western—4, TV, 9, radio.

## L. A. Originations

LOS ANGELES has returned to second place as an origination point for live network television programs, according to the Monthly Index of Network Program Origination issued today (Mon.) by Ross Reports on Television, New York.

Based on advance information on network schedules for the week of March 15-21, the index shows a total of 17½ hours of live network programs from Los Angeles (including Hollywood) each week, an increase of 4½ hours over February, plus 3½ hours of film. New York leads with 107¾ hours of live programming, plus 26 hours of film transmission, during the base period.

Other cities follow, with film origination in parentheses: Chicago, 15½; Washington, 7¼; Philadelphia, 6¾ (½); Cincinnati, 5¼; Boston, 1; Dallas, ¾; Baltimore, ½, and Pittsburgh, ¼.

## Nielsen February Ratings

STANDARD favorites, headed by Jack Benny and *Amos 'n' Andy*, were the most popular network radio shows for February, according to an A. C. Nielsen report made the week of Feb. 1-7. Complete ratings follow:

NIELSEN-RATING*

| Rank | Program | Homes (000) |
|---|---|---|
| EVENING, ONCE-A-WEEK (Average For All Programs) | | (2,685) |
| 1 | Jack Benny (CBS) | 6,355 |
| 2 | Amos 'n' Andy (CBS) | 5,997 |
| 3 | Charlie McCarthy Show (CBS) | 5,729 |
| 4 | Our Miss Brooks (CBS) | 5,236 |
| 5 | Lux Radio Theatre (CBS) | 4,923 |
| 6 | People Are Funny (CBS) | 4,610 |
| 7 | My Little Margie (CBS) | 4,520 |
| 8 | Arthur Godfrey's Scouts (CBS) | 3,939 |
| 9 | Suspense (CBS) | 3,894 |
| 10 | Gene Autry Show (CBS) | 3,894 |
| EVENING, MULTI-WEEKLY (Average For All Programs) | | (1,432) |
| 1 | One Man's Family (NBC) | 2,596 |
| 2 | Lowell Thomas (CBS) | 2,462 |
| 3 | News of the World (NBC) | 2,238 |
| WEEKDAY (Average For All Programs) | | (1,925) |
| 1 | Romance of Helen Trent (CBS) | 3,580 |
| 2 | Arthur Godfrey (Nabisco) (CBS) | 3,536 |
| 3 | Our Gal, Sunday (CBS) | 3,491 |
| 4 | Arthur Godfrey (Liggett & Myers) (CBS) | 3,401 |
| 5 | Arthur Godfrey (Toni) (CBS) | 3,267 |
| 6 | Aunt Jenny (CBS) | 3,133 |
| 7 | Arthur Godfrey (Frigidaire) (CBS) | 2,954 |
| 8 | Guiding Light (CBS) | 2,954 |
| 9 | Arthur Godfrey (Pillsbury) (CBS) | 2,909 |
| 10 | Wendy Warren and the News (CBS) | 2,864 |
| DAY, SUNDAY (Average For All Programs) | | (1,208) |
| 1 | True Detective Mysteries (MBS) | 2,999 |
| 2 | Shadow, The (Sylvania) (MBS) | 2,864 |
| 3 | Shadow, The (Wildroot) (MBS) | 2,551 |
| DAY, SATURDAY (Average For All Programs) | | (1,566) |
| 1 | Stars Over Hollywood (CBS) | 2,909 |
| 2 | Theatre of Today (CBS) | 2,775 |
| 3 | Fun For All (CBS) | 2,506 |

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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## Schwerin Staff Moves

OPERATIONS of Schwerin Research Corp., radio-TV program and commercial testing company, have been placed under Raymond K. Maneval, with responsibility for test planning and budget and personnel supervision. Mr. Maneval, who has been serving as production manager, will be succeeded by Harold Spielman, project supervisor, now in charge of all production control records. Appointments were announced by Leonard Kudisch, Schwerin executive vice president.

# VIDEODEX'S RATINGS FOR FEBRUARY

CBS-TV's *I Love Lucy* and *Godfrey & Friends* headed the Videodex February network top ten list for ratings in both percentage of TV homes and number of TV homes. Ratings follow:

| | Program | No. of Cities | % TV Homes |
|---|---|---|---|
| 1. | I Love Lucy (CBS) | 64 | 63.9 |
| 2. | Godfrey & Friends (CBS) | 58 | 52.9 |
| 3. | Talent Scouts (CBS) | 24 | 50.3 |
| 4. | Texaco Star Theatre (NBC) | 54 | 49.6 |
| 5. | Groucho Marx (NBC) | 62 | 49.5 |
| 6. | Dragnet (NBC) | 57 | 45.6 |
| 7. | Comedy Hour (NBC) | 63 | 42.6 |
| 8. | Your Show of Shows (NBC) | 58 | 40.2 |
| 9. | Jackie Gleason (CBS) | 36 | 38.9 |
| 10. | Toast of the Town (CBS) | 46 | 38.6 |

| | | No. of Cities | No. of TV Homes (add 000) |
|---|---|---|---|
| 1. | I Love Lucy (CBS) | 64 | 13,337 |
| 2. | Godfrey & Friends (CBS) | 58 | 10,605 |
| 3. | Groucho Marx (NBC) | 62 | 10,088 |
| 4. | Dragnet (NBC) | 57 | 8,836 |
| 5. | Comedy Hour (NBC) | 63 | 8,615 |
| 6. | Texaco Star Theatre (NBC) | 54 | 8,602 |
| 7. | Your Show of Shows (NBC) | 58 | 7,839 |
| 8. | Fireside Theatre (NBC) | 57 | 7,120 |
| 9. | Toast of the Town (CBS) | 46 | 6,922 |
| 10. | Pabst Blue Ribbon Bouts (CBS) | 57 | 6,871 |

Total No. TV Markets covered by Videodex ..... 72
Total No. TV Markets in the U.S. ..... 76
Total No. TV Sets in Videodex Markets ..... 21,211,600
Total No. TV Sets in the U. S. ..... 21,234,100
No. Diaries Tabulated for the Videodex February Report ..... 9,200

## A. C. Nielsen Reviews Its New Coverage Service to Clients

FINAL reports on radio-TV data obtained last year from more than 100,000 families in a Nielsen Coverage Service survey are being issued to subscribers.

A review of the service, begun by A. C. Nielsen Co. in mid-1952, appears in an annual report to clients titled, "The Increasing Demand for Sound Marketing Facts." Nielsen reported a 16% increase in business volume, an all-time high.

The Nielsen Coverage Service's first survey was launched with the objective of filling in "the gap in the fact tools of networks, stations, agencies and advertisers" not covered in the firm's radio and TV index services. The latter provide continuous analyses of network audiences by national subdivisions but "do not attempt to provide data on the geographical coverage of more than 2,000 radio and television stations throughout the country," it was explained.

## Census Figures Released

OFFICIAL radio and TV homes figures for Arkansas, Michigan and Wisconsin, as compiled by the U. S. Census Bureau, show saturation as of April 1950. The TV figures (only percentage saturation is shown) apply to a period when only 5 million sets had been manufactured compared to actual TV circulation of nearly 22 million sets at the present time. [For complete tables, see FOR THE RECORD, page 102]

## 'Lucy' Rates With 26 Cities

IN 26 of 27 cities covered in the January TV-Hooperatings, CBS-TV's *I Love Lucy* captured first place but finished seventh in the Davenport-Rock Island-Moline area. Breakdown of the ratings showed that, overall, there was a marked contrast in local preferences with many programs placing high in one or two cities only.



XUM

in Miami
CP 50 KW DAY; 10 KW NIGHT
WINZ
ANNOUNCES THE APPOINTMENT OF
Paul H. Raymer Company, Inc.
AS THEIR NATIONAL REPRESENTATIVE
WINZ HOLLYWOOD BROADCASTING COMPANY, INC. MIAMI, FLORIDA

**NATIONAL TEA Co., Chicago, increases TV buy to 22 shows weekly on WNBQ (TV), NBC outlet there, with preview of camera picture checked by (l to r) C. H. Lilienfeld, v. p., Schwimmer & Scott, agency; Val S. Bauman, sls. mgr., National's Chicago branch; John Keyes, WMAQ-WNBQ adv. and sls. prom. mgr.; William Karl, National Chicago branch mgr.**

**FIRST sponsor signed by WFAM-TV Lafayette, Ind., three months before station goes on the air. Reifers Furniture Co. bought a quarter-hour evening strip for 52 weeks. Station officials, wanting the first order to be signed "in" the station, set up a desk of waste lumber and construction block. L to r: Jane Long, continuity writer; Pat Roberts, secretary; O. E. Richardson, station owner, and James Reifers, manager of furniture store.**

**RETAILER and manufacturer cooperate in sponsorship of *Columnists' Corner* on WCAU-TV Philadelphia. Arrangements are made by (l to r) Gordon Walls, station saleman; Joseph Moos, vice pres., Snellenburg Dept. store; Ed Shapiro, pres., Ed Shapiro Adv. agency, and Irv Fisher, pres., Sealy Mattress Co.**

**AFFILIATION contract with CBS is signed by Fritz Snyder (l), mgr., CBS stat. rel., and Peter B. Kenney, genl. mgr., WKNB-TV New Britain, Conn.**

# FILM PRODUCERS, WRITERS AGREE

SUPPLEMENTARY provisions to the already agreed-upon contract covering writers of filmed television shows have been finalized by the Screen Writers Guild and the Authors League of America with the Alliance of Television Film Producers.

Terms stipulate the writer of both story and teleplay receive $1,330 minimum for a one-hour show in anthology or episodic series, including one-time shows; $700 for half-hour, and $420 for quarter-hour.

The story writer receives a minimum $380 for the same type of one-hour program; $200 half-hour, and $120, quarter-hour. The Teleplay writer earns a minimum $1,045 for the same type one-hour show; $550 for half-hour, and $330 for 15 minutes.

With no distinction made between story and teleplay, the writer of westerns and serials receives $1,140 for one hour, $600, half-hour, $360, quarter-hour.

Basic material will be leased to producers by writers of shows in these categories for their exclusive use for seven years. On payment of additional compensation, the producer may exploit the movie, radio and sequel rights for a maximum of three years. All remaining ownership rights, such as dramatic, book publication, magazine and commercial, remain the writer's property.

For re-run of material, the writer in addition receives 25% of the original payment for each pair of runs, beginning with third and fourth up to the 13th and 14th, or 150% of the original payment on anthology and episodic series. Original payment of 33 1/3% on the third, fifth and seventh runs is paid the writer where westerns and serials are concerned. He also receives 10% each for the ninth through 13th runs, totaling 150% of the original payment.

The teleplay must also pay the writer, if possible, within 48 hours after delivery, and never later than seven days. Time allowed the producer to request revision is limited to 14 days.

Provision also is made for $100 payment for outlines of originals submitted for sponsor approval. This is an advance against the fee for the original. If not approved, the writer retains the $100 and his material.

In instances where the film will be used later for theatrical release, the writer receives 100% repayment of the minimum. The producer also will share 50-50 with the writer on any sale of motion picture rights of material.

The contract sets up a fee for radio use of writer's material, with scripts around which an entire radio series can be built calling for (1) $200 per episode for national network; (2) $150, regional. A single script pulled from a TV series and used in a radio series rates $150 national and $100 regional.

The pact, principles of which were approved last fall, includes credits for screen authorship, bar against speculative writing, right of writer to view rough cut and answer print, plus various improved working conditions.

## Outlets Buy Ziv TV Shows

SALES and program officials of 30 new television stations have met with Ziv TV programs account executives for information on programming and sales requirements on the local and regional level, M. J. Rifkin, Ziv TV sales vice president, reported last week. After these meetings, Mr. Rifkin added, the stations bought 177 Ziv TV programs on "firm 52-week contracts."

## Court to Hear Claim For Gross-Krasne Studios

PETITION of Theodora and Arylnne Sherman, daughters of the late Harry Sherman, independent motion picture producer, to regain possession of California Studios from Gross-Krasne Inc., TV film producers, is to be heard tomorrow (Tuesday) in Los Angeles Superior Court by Probate Judge Newcomb Condee.

The TV producers acquired the studios from the Sherman estate several months ago for $135,000, but the daughters are contesting the sale. They charge misrepresentation at the time of the sale, diversified interests of the same attorneys in representing both the estate and studio, and that other qualified purchasers were not allowed to bid for the property.

## Spring to Head Laws Check

NATIONAL Television Film Council announced last week the appointment of Samuel Spring, New York attorney and author of *Rights and Risks*, as chairman of a legal committee to investigate current laws regarding defamation, privacy and legal protection as they apply to television.

Arche Mayers, NTFC president, said Mr. Spring is empowered to check with counsel of leading producers, networks and stations to gather opinions on advisability of "exploring more uniform legislation." Mr. Mayers said existing laws have caused "confusion to TV film and live show producers, and have already become a source of headaches to networks and local television stations."

# CONSOLIDATED SETS 'STARTER' PACKAGE

A PROGRAM package plan designed to assist new television stations with a pre-tested catalogue of nine TV film properties is being announced today (Monday) by Consolidated Television Sales, filmed TV program sales and distribution company.

Details of the plan, as outlined by General Manager Peter M. Robeck, include the offer by Consolidated to new TV stations of a package of nine shows for unlimited exhibition rights at a weekly fee equal to the station's class "A" starting one-hour rate. He noted that if a station contemplates a $200 class A rate, it will pay Consolidated $200 per week for the nine programs during the length of the contract.

Called the "Station-Starter Plan," it includes such programs as *Front Page Detective*, *Public Prosecutor*, *Hollywood Half-Hour*, *Jackson and Jill*, *Ringside With the Rasslers*, *Paradise Island*, *Crusader Rabbit*, *TV Closeups*, and *Going Places With Uncle George*.

Mr. Robeck stressed that the plan contains no escalator clause during the contract period "despite the fact that the history of station rate increases indicates that the average station frequently doubles its rate during the first year of operation."

Fifteen new stations which already have contracted for the Station-Starter Plan, according to Mr. Robeck, are as follows:

KXLY-TV Spokane, KGNC-TV Amarillo, WOSH-TV Oshkosh, Wis.; KOLN-TV Lincoln, Neb.; KVOA-TV Tucson, WKAB-TV Mobile; KWFT-TV Wichita Falls; KRTV-TV Little Rock; WTVU (TV) Scranton; KTTS-TV Springfield, Mo.; WPTV (TV) Colorado Springs; KELO-TV Sioux Falls, S. D.; KFAZ (TV) Monroe, La.; WAVE-TV Louisville, and KUTV (TV) Sioux City, Ia.



XUM

# BIG MIKE... THE BANKER

Big Mike . . . the 50,000 watt KFAB . . . helped Midwesterners bank over three billion dollars last year! Big Mike . . . with his powerful, friendly voice . . . influences the economy of five states. He helps the worker and the farmer sell their products as well as helping them buy more wisely. The farmer, the factory worker, the professional man . . . the banker . . . they're all friends of Big Mike. As listening friends, they are in a receptive mood for the advertiser, too, as he sells his products and services via Big Mike. Advertisers have learned that Big Mike helps keep Midwest Empire dwellers informed and entertained—happy, working, buying—receptive to the sales messages voiced by Big Mike. A Free & Peters Colonel will be glad to tell you more . . . or hear the story from Harry Burke, General Manager.

*BIG MIKE is the physical trademark of KFAB, Nebraska's most powerful station.*

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO



XUM

Station Sales hit a high note with...

The WAYNE KING Serenade

... an RCA

Thesaurus show*

Looking for increased sponsor sales? High ratings? Big mail response? Better look into this *Thesaurus* success story.

From all parts of the country we've been getting comments like these: "Volume of sales tripled" — WESA (Charleroi, Pa.). "Business increase of 11% traceable to show"—KSUM (Fairmont, Minn.). "Most successful program ever used" — WPAR (Parkersburg, W. Va.).

KRLD (Dallas, Tex.) leads 16 competing stations with a Pulse rating of 28%; WMT (Cedar Rapids, Iowa) reports a Hooper of 27.7; KUJ (Walla Walla, Wash.) a Nielsen of 43.6; KYSM (Mankato, Minn.) a Nielsen of 34.5...

There's lots more to this story: many other *Thesaurus* shows, too, have had similar outstanding sales success. Why not add your name to the growing list? Mail coupon today.

*Thesaurus Success Story #1

recorded program services

TMKS ®

Radio Corporation of America, RCA Victor Division
*New York, Chicago, Hollywood, Atlanta, Dallas*

RCA Recorded Program Services, Dept. B-20
630 Fifth Avenue, New York 20, N. Y.

Rush me audition disc for the "Wayne King Serenade" and complete information, including the amazingly low rate, on the 30 *Thesaurus* "Big-name shows for low-budget sponsors."

NAME ..... TITLE .....

STATION OR AGENCY .....

ADDRESS .....

.....




## Film Sales

**Brown Shoe Co.,** St. Louis (Buster Brown shoes), renews *Smilin' Ed's Gang* on CBS-TV, Sat., 11:30 a.m.-12 noon, May 2 for 52 weeks. The series, sponsored by Buster Brown shoes since August 1950, is filmed in Hollywood and India by **Frank Ferrin Productions.** Agency is **Leo Burnett Co.,** Chicago.

* * *

**DuMont Film Sales,** New York, announces that contracts for the exhibition of 13 units of its *Scotland Yard* half-hour mystery series have been signed with KOLN-TV Lincoln Neb., and KDUB-TV Lubbock, Tex.

A contract for the exhibition of 52 weeks of *Madison Square Garden* has been arranged with WWLP (TV) Springfield, Mass., also by DuMont Film Sales. Producer is **Winik Films Inc.**

* * *

**KHJ-TV** Hollywood has acquired local rights for $50,000 to *Little Theatre*, quarter-hour film series, from **TeeVee Co.,** Beverly Hills, for two years from today (Monday).

* * *

**Alexander Film Co.,** Colorado Springs, Col., announces recent TV commercial productions for the following organizations:

**Mead's Bread,** Lubbock, Tex., twelve 10-second announcements through **Craig & Webster. Duffy's Drinks,** Denver, Col., four 20-second films through **Galen E Broyles Co. O. A. Sutton Corp.,** Wichita, Kan., two 45-second and two 20-second films through **Lago & Whitehead. Gas Service Co.,** Kansas City, Mo., four 20-second films. **Budweiser,** St. Louis, Mo., two 8-second films through **Tracy-Locke Co. Mrs. Baird's Bread,** Dallas, Tex., one 8-second and one 20-second films through **Tracy-Locke Co.**

* * *

**Boyle Midway Products,** Los Angeles (household products), started weekly feature film, *Channel 5 Playhouse*, on KING-TV Seattle, for 26 weeks from March 5. The firm co-sponsors *My Favorite Story*, produced by **Ziv TV Programs,** on KFMB-TV San Diego. Agency is **Geyer Adv. Inc.,** Hollywood.

* * *

**General Electric** contracts for half-hour situation comedy TV film series, *Meet Mr. McNutley*, with **Revue Productions,** North Hollywood. Scheduled for a late September starting date on a network to be announced, the program possibly will be sponsored on an alternate basis. **Ray Milland** will be starred as a college professor, with **Bob Mosher** and **Joe Connolly** set as co-writers. A radio version reportedly is under discussion with CBS. GE is serviced by **Maxon Inc.** and **Young & Rubicam Inc.**

## Distribution

**Screencraft Pictures Inc.,** New York, now is distributing the feature films and westerns formerly distributed by **Olio Video Television Productions,** according to **Harvey Cort** of Olio Video and **Edward Berkson** of Screencraft Pictures.

Olio Video is giving up feature film distribution to produce new TV film programs and package live TV programs.

Screencraft Pictures has appointed **Peter M. Piech** sales manager of its TV film department.

## Availabilities

Syndication of *The Ford Theatre* under title of *Your All-Star Theatre* as a first-run in all markets not used by Ford and in new markets as they open was announced last week by **John E. Mitchell,** vice president in charge of sales for **Screen Gems Inc.,** producer and distributor of the program. Thirty-nine half-hour programs in the series are available.

## Production

**Paramount Television Productions,** New York, has announced that production has begun in London on its new series of half-hour dramatic-mystery films for TV. Produced by **Edward J.** and **Harry Lee Danziger,** the series is now being sold nationally.

## Random Shots

**Alexander Film Co.,** Colorado Springs, Col., reported $9,351,314 in sales during 1952, a new yearly sales record for the firm, according to **J. Don Alexander,** president.

* * *

**William F. Broidy Productions,** Hollywood, has combined two pilot films, originally shot for *Trail Blazers* TV film series, and with additional footage will release the package for theatrical distribution through **Allied Artists.** The series' star, **Alan Hale Jr.,** was released by the firm to do CBS-TV's *Biff Baker, U.S.A.* series filmed by **Revue Productions** for **American Tobacco Co.**

* * *

A 20-minute color film, *Highway Safety*, starring automobile racing champion **Wilbur Shaw,** will be presented on NBC-TV's *American Inventory* program on May 31. It will be produced by **Bill Hodapp** and directed by **Bob Wald.**

* * *

**Revue Productions,** North Hollywood, is accepting scripts for *Chevron Theatre* TV film series (**Standard Oil Co.**) only from professional writers and accredited agents, cutting out freelance submissions.

## Film People

**Robert J. Kingsley,** production supervisor for PSI-TV, New York, appointed supervisor of film production for parent company, **Prockter Television Enterprises,** New York.

* * *

**Gene Mann,** Broadway stage and Hollywood film producer, joins **Filmcraft Productions,** Hollywood, as vice president in charge of creative production and sales. He will develop and produce new TV film properties, service firm's clients and supervise its sales division.

* * *

**Bernard Donnenfeld** has been named vice president and member of the board of directors of the newly-formed **Princess Pictures Inc.,** TV film production and distribution firm. President **Burt Balaban** announced last week. He also reported the opening of executive offices of Princess Pictures at 11 West 42nd St., New York 36.

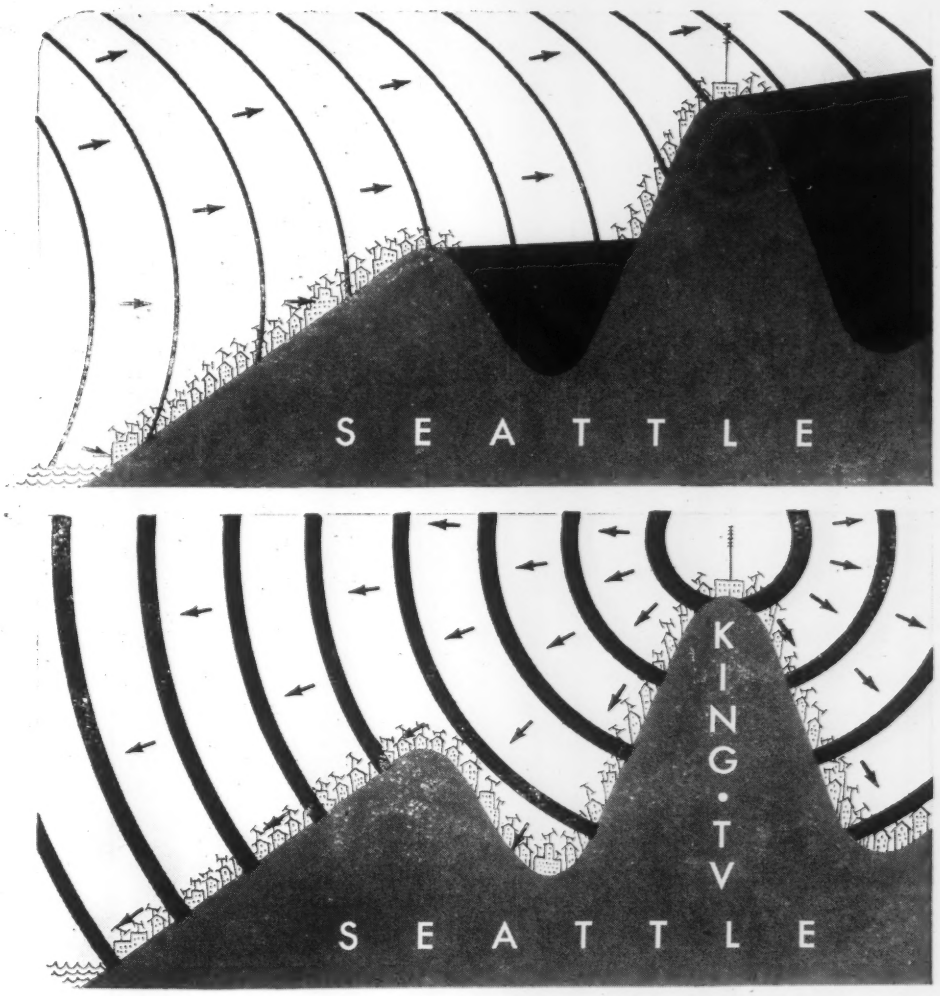
* * *

**Charles Haas** and **Harold Stine** have been named director and camera director, respectively, by **Gross-Krasne Inc.,** Hollywood, on four half-hour experimental films the firm is producing for CBS-TV's *Lux Video Theatre* through **Lever Bros.**

* * *

**Albert Zugsmith,** head of **Albert Zugsmith Corp.,** Hollywood, station-newspaper brokerage firm, and independent motion picture producer, re-elected president of the American Pictures Corp., that city. **Larry Gross,** son of **Jack O. Gross,** former owner-manager, KFMB-AM-TV San Diego, has been elected vice president, with **Peter Miller,** president of WLPO LaSalle, Ill., re-named treasurer and director. **Dr. George Zugsmith** is newly-elected board chairman.

# it's as simple as this




## ONLY KING-TV can reach ALL of Seattle *and* the surrounding TV Market

Location does it! KING-TV is situated on the highest point in the heart of the important Seattle market. This "Empire State-like" transmitter site produces a double dividend. KING-TV pours a powerful signal into every corner of Seattle's many steep hills . . . . yet *also* beams over them to blanket a broad area beyond.

It's unique one-way coverage, too, because signals from outside Seattle can't curve over Seattle's rugged terrain to reach the real heart of the nation's 19th market. Only KING-TV on low channel 5 has a clean sweep, down into Seattle and out over those hills, on into the surrounding, prosperous communities of Western Washington. KING-TV is made to order for ideal coverage of the 237,000 TV homes throughout this booming Pacific Northwest region.

So why not sell ALL of this vital region with the *one* low-channel TV station that's already an established favorite in so many high-income homes? It's as simple as the illustration shows. KING-TV is the *only* television route straight to ALL of Western Washington's quarter million TV antennas—EVERY ONE of them *locked into* Channel 5!

Today's the day to ask any Blair-TV office for more facts about KING-TV's unique superiority in this market with a billion and a half (or more) to spend in 1953.

### *there's more, too . . .*

KING-TV's signal on reliable Channel 5 will soon be even stronger—thanks to a new tower reaching 1,000 feet above sea level and a 75% power boost to 100,000 watts. These super-improvements will increase KING-TV's total coverage from 3 to 4½ times, depending on area. They'll also make it even harder for "outside" TV signals to gain attention within the richest part of the hilly Seattle market.

And the new ultra-modern KING TELEVISION CENTER, under construction for the past seven months, is about ready for occupancy. 42,000 square feet of the finest available television and office equipment—all part of KING-TV's PLAN to bring almost a million televiewers the best in television.

# KING-TV
## SEATTLE
## CHANNEL 5

PRIMARY N B C AFFILIATE

Represented Nationally by Blair-TV, Inc.

WAVE-TV

OFFERS TOP PARTICIPATING PROGRAMS!

"FLAVOR TO TASTE"—Louisville's best cooking program.

"DIAL FOR DISCS"—popular disc jockey show.

"OLD SHERIFF"—Western films, for kids of all ages.

"MAN ON THE STREET"—entertaining downtown street interviews.

"POP THE QUESTION"—studio-audience quiz show with prizes.

"MARKET BASKET"—informative food shopping-guide program.

"MASTERPIECE MOVIETIME"—recent top-flight film classics, Tuesdays at 9:45 p.m.

"SPORTS SLANTS"—early-evening sports show.

"HEALTHY, WEALTHY & WISE"—children's audience-participation quiz.

"FARMS AND FOLKS"—Louisville's only agriculture program.

"MATINEE THEATER"—daytime show of popular, full-length movies.

For full details, see your Free & Peters Colonel or write direct.

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
*Exclusive National Representatives*


GOVERNMENT

# RECORD 29 NEW TV GRANTS PUTS FCC AT END OF "A" AND "B" PRIORITIES

**In its wholesale authorizations last week, the Commission pushed the post-thaw total grants to 310 stations and approved the first share-time operation in a single market. Some 650 bids face 285 hearings in 225 cities.**

TELEVISION milestones were rolled one on top of the other by FCC last week as the Commission:

- Approved an all time record of 29 new TV station permits.
- Pushed processing of eligible uncontested applications completely through both the Group A and Group B city priority lists—in general, culminating the "temporary processing procedure."
- Granted the first share-time TV operations in a single market—Rochester, N. Y., Ch. 10, to be shared by WVET and WHEC there.
- Extended the total of post-thaw new-station grants to 310 and total authorized TV stations to 418.

In its eagerness to "clear the decks" of eligible uncontested applications, the Commission announced grants on Thursday of only channel assignments to 17 of the applicants and was expected Friday to fill in specifications as to power and antenna height. The other 12 grantees were informed not only of their channels but also details as to power and antenna height.

Grants in the Group A list extended to No. 790—Hendersonville, N. C. (1950 population 6,103), where WHKP received uhf Ch. 27. Group B grants extended to the very end, San Francisco, city No. 212 in Group B-5, where Lawrence A. Harvey received uhf Ch. 20.

Informed Commission sources indicated that, aside from the pending contested applications, there are only about 40 uncontested bids remaining on the entire temporary processing lists. It was noted, however, that none of these could be included in last week's record-breaking actions because additional information is required as to financing, corporate organization or similar qualifications.

### Will Prevent 'Block' Bids

Industry observers pointed out a subsidiary effect of the processing line "mop up" was to prevent potential last-minute competitive—or possible "block"—applications from being filed just before the Commission acted on the eligible bids. It was noted that more than once in past weeks, just before FCC was to act on an eligible application, a mutually-exclusive bid was filed a few days previous to the Commission meeting day.

The completion of processing through the Group A (cities without service) and Group B (cities with service) city priority lists does not mean the temporary processing procedure is completely out of use, one FCC spokesman said, although its chief general purpose of expediting the handling of applications in an orderly manner may be considered virtually terminated. He explained that the priority system will continue in effect for the consideration of those few remaining uncontested bids as well as the bare handful of new bids filed each week.

Similarly, the processing lists will continue as a priority guide in the issuing of McFarland letters to put on notice the mutually exclusive applicants heretofore "passed over" during "temporary speed-up" plan initiated last Oct. 15, the FCC spokesman acknowledged. Again, he said, the lists would determine the order in which contested applicants would be designated for formal hearing following their informal notification according to the McFarland procedure.

New TV applications are being filed at the FCC at a rate of less than a half-dozen a week, although the amendment of applications on file continues at a lively pace. There have been some 1,100 bids filed since April 14, 1952, the date on which the Commission issued its Sixth Report and Order lifting the 3½-year TV freeze and finalizing the TV reallocation plan. This plan allocated channels for more than 2,000 stations in nearly 1,300 communities.

### 418 TV Stations Authorized

With last week's grants, the post-thaw total of 310 authorizations includes permits for 102 vhf and 194 uhf commercial stations and 2 vhf and 12 uhf noncommercial, educational stations. When the freeze was lifted last April, 108 vhf commercial stations were authorized and operating. Operating stations now total 129 vhf and 18 uhf outlets.

Nearly 650 of the remaining pending applications are slated for some 285 comparative hearings in about 225 cities. All are contested bids. These estimates are based in part upon a special TV hearing-status study compiled by B•T as of Tuesday (see feature story page 86) and the latest list of passed-over contested applications issued by the Commission on Thursday. The new passed-over list contained 60 applications for 25 channels in 23 cities.

Here is the record-breaking roster of last week's 29 grants:

**Columbus, Ga. (City priority Group A-2, No. 42)—Television Columbus (Martin Theatres and WDAK), granted construction permit for uhf Ch. 28; effective radiated power and antenna height above average terrain not specified.**

**Marion, Ind. (Group A-2, No. 165)—Chronicle Pub. Co. (WMRI-FM), granted uhf Ch. 29, ERP 19 kw visual and 10.2 kw aural, antenna 360 ft.**

**Panama City, Fla. (Group A-2, No. 198)—J. D. Manly (contractor at Leesburg, Fla.), granted vhf Ch. 7, ERP 10.5 kw visual and 5.4 kw aural, antenna 340 ft.**

**Missoula, Mont. (Group A-2, No. 229)—Mosby's Inc. (KGVO), granted vhf Ch. 13, ERP 11 kw visual and 5.6 kw aural, antenna minus 690 ft.**

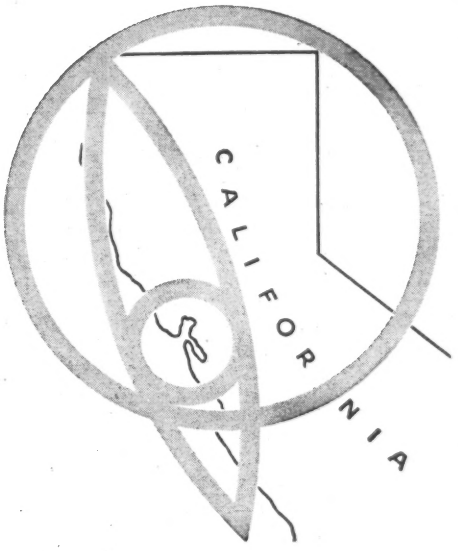
**Chambersburg, Pa. (Group A-2, No. 313)—**

## Mrs. Ike's TV Habit

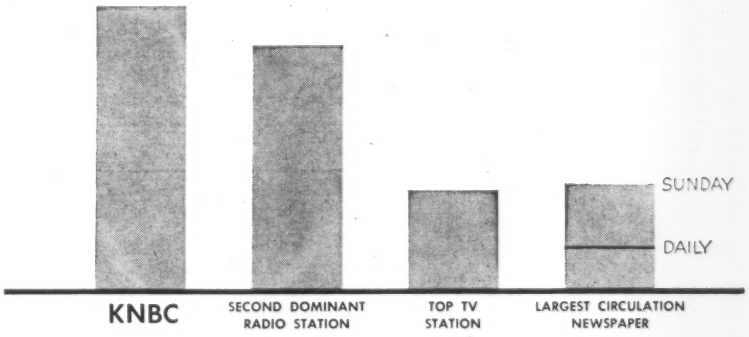
HOW do Presidents' wives spend the evening?

Mrs. Dwight D. Eisenhower, holding her first radio-press conference last Wednesday, said she generally looked at television until 10 or 10:30 p. m. before retiring.

The First Lady said she frequently was interested in progress of legislation in Congress and followed developments by TV. There is a minimum of "shop talk" in the official family during non-working hours, she said.




# Wide circle coverage plus greater audience...




# make KNBC, San Francisco, Northern California's No. 1 advertising medium

## WIDE CIRCLE COVERAGE

KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market — and all the thriving plus-markets of Northern California. ...Narrow elipse represents coverage pattern of the other two dominant 50,000 watt, *directional* transmitters...Tiny circle represents Northern California's TV coverage.

## GREATER AUDIENCE

Bars represent homes reached by KNBC, San Francisco...by second dominant radio station ...by dominant TV station...and by circulation of Northern California's largest circulation newspaper.

**Actual figures** (Nielson):—KNBC, night, 1,402,100... 2nd station, night, 1,215,910...Top TV station, night, 496,130...Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.

**KNBC SAN FRANCISCO**

**Represented by NBC Spot Sales. In the Southern States, by Bomar Lowrance and Associates, Inc., Charlotte, North Carolina and Atlanta, Georgia**

# 8 db more

## with no increase in noise

*It's the new*

REG. U.S. PAT. OFF.

# SCOTCH
BRAND

# Magnetic Tape

# *High* HO *Output*
TRADE MARK

- **NEW, IMPROVED COATING!**
  "Scotch" Brand *High-Output* Magnetic Tape is coated with a revolutionary new magnetic material that offers unparalleled sensitivity.
- **UNEQUALLED OUTPUT LEVEL!**
  Actually produces 8 db and up to 12 db more output than any conventional magnetic tape with no increase in harmonic distortion.
- **SPECIAL NEW COLOR!**
  This new tape is colored a distinctive grey-green for easy recognition.

"Scotch" Brand No. 120A *High-Output* Magnetic Tape gives the recording engineer a new and potent tool for the production of truly high fidelity recordings. The 8 db minimum added output of *High-Output* Magnetic Tape increases significantly the available signal to noise ratio, making possible for the first time low background noise recordings of orchestral works having wide dynamic range. Besides offering unparalleled output at all audio frequencies (see graphs), this new tape retains all the physical and magnetic properties that have made "Scotch" Brand No. 111A the recognized standard of the recording industry: high tensile strength, freedom from elongation, stable anchorage, low noise level, excellent uniformity, ease of eraseability.

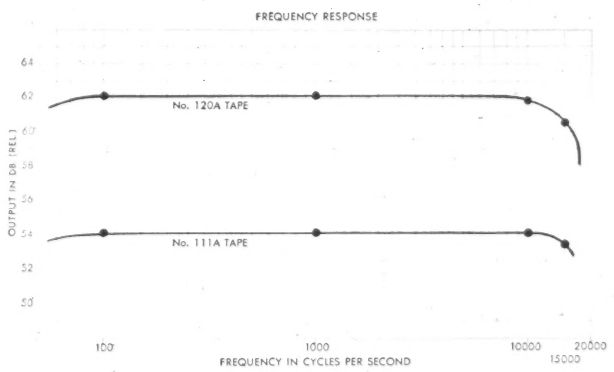
Freedom from squealing, cupping and curling is assured thanks to exclusive "Dry Lubrication" feature. *High-Output* tape is guaranteed 100% splice-free (up to 2400-foot reels)

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

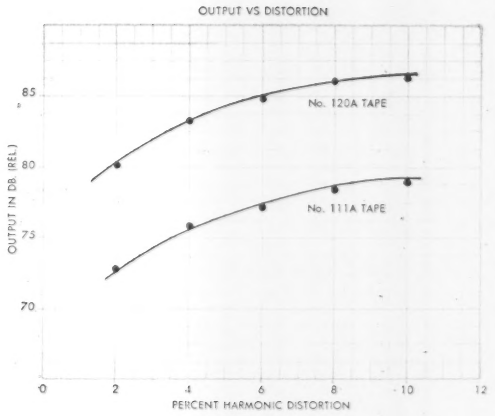
3M COMPANY

# e output

## e or harmonic distortion!




The frequency response characteristics of both No. 120A and No. 111A tapes are virtually identical at 15 ips tape speed. These curves were made with each tape set at optimum bias and an input level 15 db below 1% 3rd harmonic distortion.




This graph shows the 8 db increase in output of *High-Output* Magnetic Tape No. 120A over No. 111A at any given distortion level. *When compared with other brands of magnetic tape, the difference in output is as much as 12 db!*

FREE BOOKLET tells the full story of the tremendous technical possibilities of *High-Output* Magnetic Tape. Address Dept. BT33A, Minnesota Mining & Mfg. Co., St. Paul 6, Minn., and a copy will be sent promptly.

**Available now on: 120-AP 1200-foot Professional Reel**
**120-A 2400-foot on NARTB hub or reel**

*High-Output* and HO TM 3M Co.

Chambersburg Bcstg. Co. (WCHA), granted uhf Ch. 46, ERP 105 kw visual and 55 kw aural, antenna 1,150 ft.

Columbus, Miss. (Group A-2, No. 315)—Birney Imes Jr. (WCBI), granted uhf Ch. 28; ERP and antenna height not specified.

Greenville, N. C. (Group A-2, No. 321)—Carolina Bcstg. System Inc. (WGTC), granted vhf Ch. 9, ERP 100 kw visual and 60 kw aural, antenna 860 ft. Comr. Frieda B. Hennock favored condition to require Penn T. Watson to give up 1% interest in WGTM Wilson, N. C.

Nampa, Ida. (Group A-2, No. 336)—Frank E. Hurt & Sons Inc. (KFXD), granted vhf Ch. 6; ERP and antenna height not specified.

Salisbury, Md. (Group A-2, No. 360)—Peninsula Bcstg. Co. (WBOC), granted uhf Ch. 16; ERP and antenna height not specified.

Lufkin, Tex. (Group A-2, No. 361)—Forest Capital Bcstg. Co. (KTRE), granted vhf Ch. 9; ERP and antenna height not specified.

San Luis Obispo, Calif. (Group A-2, No. 377)—The Valley Electric Co. (KVEC), granted vhf Ch. 6; ERP and antenna height not specified.

Fort Myers, Fla. (Group A-2, No. 396)—Fort Myers Bcstg. Co. (WINK), granted vhf Ch. 11; ERP and antenna height not specified.

Chico, Calif. (Group A-2, No. 426)—Golden Empire Bcstg. Co. (KHSL), granted vhf Ch. 12; ERP and antenna height not specified.

Harrisburg, Ill. (Group A-2, No. 484)—Turner-Farrar Assn., granted uhf Ch. 22; ERP and antenna height not specified.

Harrisonburg, Va. (Group A-2, No. 492)—Shenandoah Valley Bcstg. Corp. (WSVA), granted uhf Ch. 3; ERP and antenna height not specified.

Warner Robins (Macon), Ga. (Group A-2, No. 623-A)—Southeastern Bcstg. Co. (WMAZ Macon), granted vhf Ch. 13, ERP 300 kw visual and 150 kw aural, antenna 590 ft.

Yuba City, Calif. (Group A-2, No. 637)—John Steventon, granted uhf Ch. 52; ERP and antenna not specified.

Princeton, Ind. (Group A-2, No. 655-A) — Princeton Bcstg. Co. (WRAY), granted uhf Ch. 52; ERP and antenna height not specified.

Mount Airy, N. C. (Group A-2, No. 691)—Ralph D. Epperson (WPAQ), granted uhf Ch. 55; ERP and antenna height to be specified.

Harrington (Dover), Del. (Group A-2, No. 779)—Rollins Bcstg. Inc. (WJWL Georgetown, Del.), granted uhf Ch. 40; ERP and antenna height to be specified.

Hendersonville, N. C. (Group A-2, No. 790)—Radio Hendersonville Inc. (WHKP), granted uhf Ch. 27; ERP and antenna height to be specified.

Davenport, Iowa (Group B-2, No. 159)—Mel Foster-Harold Hoersch, granted uhf Ch. 36, ERP 15 kw visual and 7.6 kw aural, antenna 430 ft.

Rochester, N. Y. (Group B-4, No. 191)—Veterans Bcstg. Co. (WVET), granted vhf Ch. 10 on share-time basis with WHEC; ERP 118 kw visual and 59.2 kw aural, antenna 351 ft. Comrs. Paul A. Walker and Eugene H. Merrill voted to defer action.

Rochester, N. Y. (Group B-4, No. 191) — WHEC Inc. (WHEC), granted vhf Ch. 10 on share-time basis with WVET; ERP 118 kw visual and 59.2 kw aural, antenna 351 ft. Comrs. Walker and Merrill voted to defer action.

Albuquerque, N. M. (Group B-4, No. 201)—New Mexico Bcstg. Co. (KGGM), granted vhf Ch. 13, ERP 89 kw visual and 45 kw aural, antenna 4,250 ft.

Fort Worth, Tex. (Group B-5, No. 205)—Tarrant County Television Co., granted uhf Ch. 20; ERP and antenna height not specified.

St. Paul, Minn. (Group B-5, No. 208)—WCOW Telecasting Co. (WCOW), granted uhf Ch. 17, ERP 180 kw visual and 96 kw aural, antenna 560 ft.

Cambridge (Boston), Mass. (Group B-5, No. 207)—Middlesex Bcstg. Corp. (WTAO Cambridge), granted uhf Ch. 56, ERP 20 kw visual and 11.5 kw aural, antenna 470 ft.

San Francisco, Calif. (Group B-5, No. 212)—Lawrence A. Harvey, granted uhf Ch. 28; ERP and antenna height to be specified.

The Commission also granted WOC-TV Davenport, Iowa, a construction permit to change from vhf Ch. 5 to Ch. 6, pursuant to provision of the Sixth Report, and to increase ERP from 22.9 kw visual and 12.5 kw aural to 100 kw visual and 50 kw aural. Antenna is 619 ft. above average terrain.

Last week's grants included two vhf channel authorizations to cities presently with operating vhf stations — the Ch. 13 grant to KGGM Albuquerque, where KOB-TV is operating on Ch. 4; and the Ch. 10 share-time

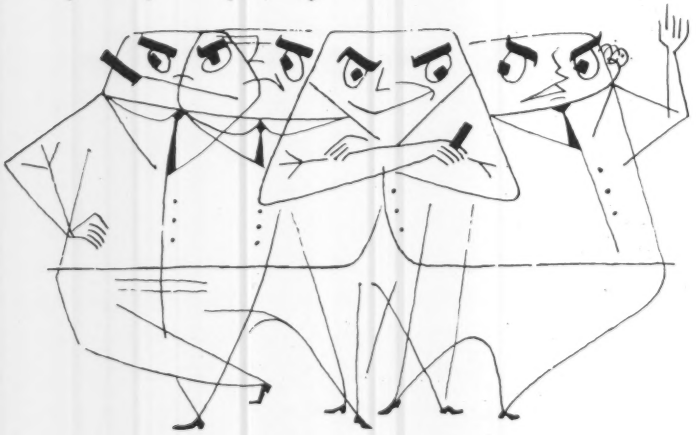
## Yields the Screen

ALBEN W. BARKLEY, former U. S. Vice President and Senator, now star of NBC's *Meet the Veep* radio and television shows, agreed last week to "yield" his programs yesterday (Sunday) to the senior Senator from Florida, Democrat Spessard L. Holland, for an answer to Mr. Barkley's broadcast views on the tidelands oil question. After the former Vice President favored federal over state control of the tidelands on his March 1 broadcasts, Sen. Holland and several colleagues asked NBC for equal time in which to reply. NBC and Mr. Barkley granted the request last week. The program is seen Sunday, 5:30-5:45 p.m. EST on NBC-TV, and heard the same day from 6:15-6:30 on NBC radio.


what I want is . . . something new! completely different! a tested show! at low cost!

**range rider on radio**

*(available July 1st, 1953)*



*Range Rider, TV sales record buster, now packaged in thrilling radio adventures! Priced for your profit . . . 1 to 300 stations.*

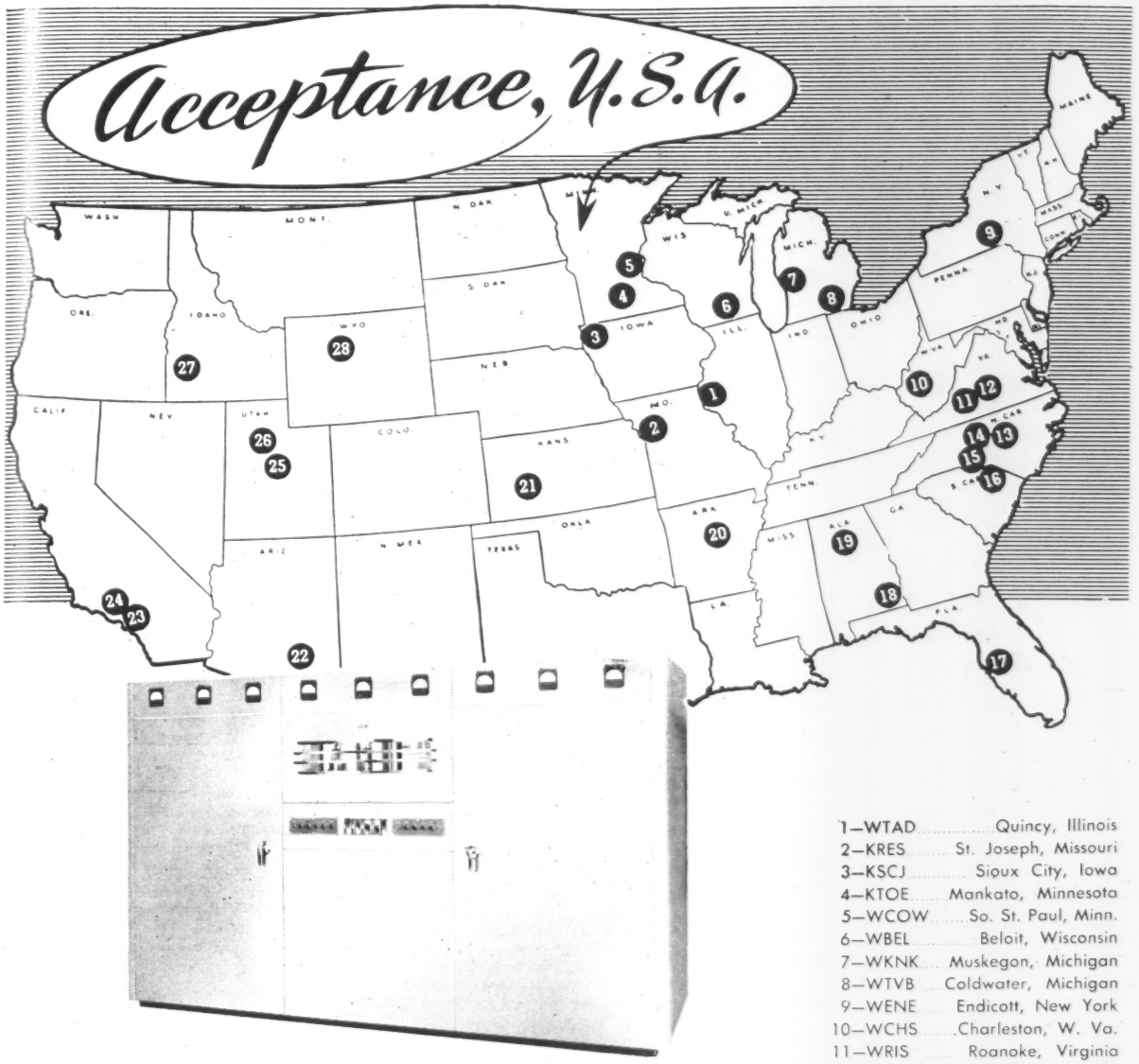
*Comes complete with sales-proved, low-cost endorsement merchandising campaign! From packages to posters to premiums . . . Range Rider's syndicated sell blasts competition for bakers—bottlers—packers—dairies—others! Now yours for exclusive territories. Write, wire, call for audition disc, full information!*

**why fight it?...give your client what he wants!**

*Fortune Productions Division*
FORTUNE MERCHANDISING CORP.
104 S. Vermont Ave., Los Angeles 4, Calif.
DUnkirk 8-0501

*Note: If your market is open for Range Rider TV, contact CBS TV Film Sales, 485 Madison Ave., N.Y.*

# Acceptance, U.S.A.




1—WTAD ..... Quincy, Illinois
2—KRES ..... St. Joseph, Missouri
3—KSCJ ..... Sioux City, Iowa
4—KTOE ..... Mankato, Minnesota
5—WCOW ..... So. St. Paul, Minn.
6—WBEL ..... Beloit, Wisconsin
7—WKNK ..... Muskegon, Michigan
8—WTVB ..... Coldwater, Michigan
9—WENE ..... Endicott, New York
10—WCHS ..... Charleston, W. Va.
11—WRIS ..... Roanoke, Virginia
12—WWOD ..... Lynchburg, Virginia
13—WBBB ..... Burlington, N. C.
14—WTOB ..... Winston-Salem, N. C.
15—WIST ..... Charlotte, N. C.
16—WBSC ..... Bennetsville, S. C.
17—WBOY ..... Tarpon Springs, Fla.
18—WOOF ..... Dothan, Alabama
19—WILD ..... Birmingham, Alabama
20—KXLR ..... Little Rock, Arkansas
21—KGNO ..... Dodge City, Kansas
22—KCNA ..... Tucson, Arizona
23—KPOL ..... Los Angeles, California
24—KBIG ..... Los Angeles, California
25—KOVO ..... Provo, Utah
26—KUTA ..... Salt Lake City, Utah
27—KFXD ..... Nampa, Boise, Idaho
28—KPOW ..... Powell, Wyoming

It's been about a year and a half since Gates announced its new BC5B and BC10B 5/10 KW transmitters.

The map tells part of the tremendous acceptance story—the half dozen in South Africa, the dozen from Newfoundland to Cape Horn and those Uncle Sam buys are another part.

But the best part is that every single user will agree that in Gates 5 or 10 KW transmitters they VERY DEFINITELY RECEIVED their money's worth in quality-plus and performance.

Reason? Well, Gates makes so many that production line techniques are possible. That always means greater uniformity, time saved and PRICE REDUCED!

We know you, too, will like broadcasting's most used modern 5/10 KW transmitters.

May we tell you more?

**GATES**

**GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.**

grants to WHEC and WVET Rochester, where WHAM-TV is operating on Ch. 6. The only other post-thaw vhf grant to an established vhf market was the authorization of Ch. 13 to WHBQ Memphis, where WMCT (TV) is on Ch. 4 and will soon change to Ch. 5.

FCC's previous top record of grants was 19 permits, issued Feb. 25 [B•T, March 2]. The original high mark was set with 18 permits on July 11, 1952, the first post-thaw grants.

Concerning sharing of time by two TV stations on the same channel, FCC has indicated it will consider each request on a case-to-case basis. Several weeks ago, the first share-time authorization was issued by the Commission to KSBW Salinas and KMBY Monterey, Calif., for joint use of vhf Ch. 8, but this was for a dual market [B•T, Feb. 23]. The Rochester share-time grant is the first for a single market.

WHEC and WVET, previously competitors for vhf Ch. 10 at Rochester, decided to join in a time-sharing venture when it became apparent some two years may ensue before comparative hearing could be held. The two stations will maintain separate studios but will share the same transmitter facilities. The AM stations will continue distinctly individual competitive operations, and there is no mingling of ownership.

The program time division differs from the Salinas-Monterey plan in that WHEC and WVET will have the same schedule each week without rotation of days. Both will begin with 50 hours weekly. WVET will operate Monday-Wednesday-Friday 6 p.m. to midnight, Tuesday-Thursday 9:30 a.m. to 7 p.m., and Sunday 10:45 a.m. to 5 p.m. WHEC will operate a comparable schedule the other days of the week. Each station may extend its hours at will, 3 a.m. being considered the beginning of the telecasting day.

The stations offered these reasons in support of their share-time request:

**1. The desirability of bringing a second, competitive TV service to Rochester which now has more than 160,000 sets.**

**2. The time which would be expected to elapse before the Commission could order a hearing on these competitive applications. A rough estimate, based on the priority of the city, would be two years.**

**3. The expense and delay inherent in contesting, via the hearing procedure, these applications.**

**4. The necessity and desirability of preserving competition between AM stations WHEC and WVET.**

**5. The expectation that there would be competition, even on Ch. 10 for business to be scheduled on the respective times occupied by each station.**

**On a share time basis, there will be no interlocking of ownership interests (except for the sharing of transmission costs); there will be no intermingling of directors, stockholders, or officers; and each station will have full and final control over the programs to be presented to the public during its occupancy of Ch. 10.**

"Experience with AM stations, which in some instances has been unfortunate," WVET said, "should be no precedence in this case" for the following reasons:

**1. Each licensee will have equality of opportunity for programming, service and revenue.**

**2. The dollar volume of expected business is such that neither station should suffer in its programs for lack of revenue.**

**3. The co-extensive TV service area, day and night and absence of different engineering problems day and night (which did not obtain in AM) militates in favor of smooth relationships insofar as time-sharing is concerned.**

In other TV actions last week, FCC denied the petition of Sparton Broadcasting Co., Jackson, Mich., which asked waiver of the TV rules so as to allow allocation at this time of vhf Ch. 10 to Parma, Mich.

The Commission also advised WGBI-TV Scranton, Pa., new uhf Ch. 22 grantee, that its application for assignment of permit from Scranton Broadcasters Inc. to MCL Telecasting Corp. "involves questions which indicate the necessity of a hearing." Comrs. Walker and Robert T. Bartley voted for a grant. MCL Telecasting is one-third owned by Scranton

## AM Grants

FCC last week in three final decisions upheld two initial decisions of its hearing examiners and reversed the recommendation of another. In the latter case, FCC ruled to grant a new AM station on 1400 kc with 250 w full time to Scranton Radio Corp. at Scranton, Pa., reversing the initial decision of Examiner Hugh B. Hutchison.

The Commission upheld Examiner Hutchison's recommended denial of 1540 kw with 1 kw daytime to Chesapeake Broadcasting Co., operator of WBUZ (FM) Bradbury Heights, Md. (near Washington, D. C.). FCC also upheld Examiner Leo Resnick's initial decision to grant Vermillion Broadcasting Corp. 1 kw full time on 980 kc at Danville, Ill.

**in this room . . .**

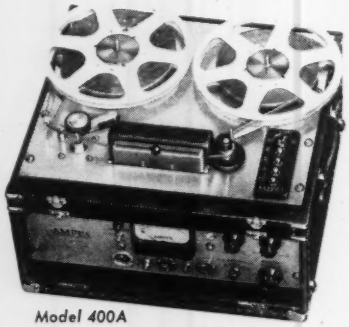
**there's no room for doubt**

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment.

***Nor should you compromise with quality in the tape recorder you select.***

AMPEX Recorders are engineered to the highest *professional* standards of reliability and performance.

**AMPEX brings you these cost-saving operating advantages:**



Model 400A

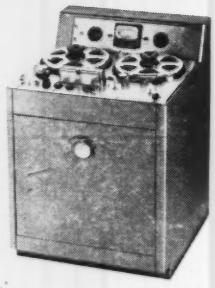
**• UNINTERRUPTED SERVICE**
Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

**• MINIMUM "DOWN TIME"**
AMPEX Recorders are designed for thousands of hours of continuous operation with minimum down time, resulting in low maintenance costs and protection from sudden broadcast failures.

**• ACCURATE TIMING**
AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

**• HIGHEST FIDELITY**
Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

**• LONG LIFE**
AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.



Model 300

AMPEX
MAGNETIC RECORDERS

*If you plan for tomorrow, buy an AMPEX today*

AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

National Representative: Blair-TV, Inc.

COMING SOON

NEW
POWER
200 kw

NEW
COVERAGE
709,648 Sets

NEW
CHANNEL
To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.

WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION



Broadcasters (WGBI), the *Scranton Times* (WQAN) and Meco Realty Co. Meco and WQAN are each 50% owner of Electric City Telecasting Co., competitor for uhf Ch. 16 with WARM there. If the transfer were approved, the Ch. 16 bid would be dropped.

In a memorandum opinion and order, FCC concurrently approved a protest by WARM and ordered Meco Realty and WQAN to elect within 15 days which of the two applications—MCL Telecasting or Electric City Telecasting—they wished to prosecute.

FCC also announced it has received several inquiries concerning the specification of ERP for TV stations in cases where the maximum radiation from the antenna is not in the horizontal plane—i.e., titled beam antennas. Questions have arisen as to whether the station authorization will specify the power in the horizontal plane or in the vertical plane in which the maximum radiation occurs and whether such a station would be limited to the maximum authorized powers in the rules in other than the horizontal plane.

FCC noted Sec. 3.685(e) of its TV rules defines a directional antenna and describes the purposes for which such an antenna will be authorized. An antenna designed for changing the position of the major radiation lobe from the horizontal plane to any other vertical plane is considered a directional antenna for the purposes of licensed power and power limitations, FCC advised. Thus, an antenna designed for "beam tilting" would not be considered an omni-directional antenna in respect to these matters even though the horizontal radiation pattern is not directional. As a result, such stations would be licensed for the power in the horizontal plane and would be limited to the maximum powers authorized in Sec. 3.614(b) in any vertical plane, the Commission explained.

FCC finalized its notice of proposed rule-making of Jan. 30 and assigned uhf Ch. 18 to Burnsville, N. C. [B•T, Feb. 2], and finalized its proposals of Feb. 6 [B•T, Feb. 9] to make the following assignment changes in order to remove deficient channel spacings in the uhf band:

| City | Channel No. Delete | Add |
|---|---|---|
| Anniston, Ala. | 37— | 70+ |
| Conway, Ark. | 49+ | 62 |
| Paragould, Ark. | 44 | 58— |
| Delano, Calif. | 33+ | 37+ |
| Pekin, Ill. | 49+ | 69+ |
| Bedford, Ind. | 39 | 68 |
| Grinnell, Iowa | 46+ | 71 |
| Mayfield, Ky. | 49— | 63 |
| Hammond, La. | 51+ | 57 |
| Lawrence, Mass. | 38+ | 72 |
| Rolla, Mo. | 31 | 46 |
| Salisbury, N. C. | 53+ | 80 |
| Springfield, Ohio | 46+ | 76 |
| Bradford, Pa. | 48+ | 70— |
| Tullahoma, Tenn. | 65+ | 68— |
| Austin, Texas | *30— | *70— |
| Greenville, Texas | 62 | 69— |

*Noncommercial, educational channel.

# JOHNSON LETTER TO TOBEY EVOKES SENTIMENTS FOR QUICK COLOR ACTION

**Probe to find out whether or not "powerful interests" are delaying the coming of color TV, the Colorado Senator urges. In turn, interested parties in the controversy affirm their desire for resolution of the question as soon as possible.**

CHARGES made by Sen. Edwin C. Johnson (D-Col.) that powerful interests were conspiring to delay color TV brought these developments last week:

1. Brig. Gen. David Sarnoff said that upon completion of field tests of the National Television System Committee's standards, RCA would petition the FCC to establish the compatible system commercially.

2. CBS spokesmen refrained from commenting on the Johnson charges, but referred to the company's year end statement. This called for the industry to settle the color issue this year.

3. Dr. W. R. G. Baker, GE vice president and general manager of its Electronics Division and chairman of NTSC, declined to comment. But Arthur V. Loughran, Hazeltine Electronics engineering executive and vice chairman of NTSC, said NTSC has attained "this highly desirable objective."

4. Sen. Charles W. Tobey (R-N. H.), chairman of the Senate Interstate & Foreign Commerce Committee, was waiting for word from the FCC and from Dr. Baker. He wrote to both late in February and asked for a status report on color TV. This was shortly after the Senate voted $75,000 to the Commerce Committee for an investigation of color TV, educational TV and monopoly in broadcasting, among other things [B•T, Feb. 9].

### Johnson's Views

Essence of Sen. Johnson's charges, made public in a letter to Sen. Tobey, was that there was a conspiracy to retard color TV until the market was staturated with black-and-white sets.

Basis for his charges was, he said, the conflicting stories reporting the status of color TV.

He urged Sen. Tobey to press an immediate investigation of whether "powerful interests" were seeking to delay the advent of color TV. To this Sen. Tobey agreed.

Sen. Johnson recounted briefly the history of color TV to the Supreme Court decision in 1951 upholding the FCC's choice of the CBS system. He then referred to the establishment of NTSC to develop a compatible system.

Interspersing his letter with quotations attributed to industry engineers and spokesmen on the readiness of color TV over the last few years, he ended his letter to Sen. Tobey caustically with the following:

**It is a little less than three years since the Federal Communications Commission, the arm of Congress mandated to act in the public interest, adopted the standards for color television and stated that it was here and that it should be made available to the public. Why isn't it? Is this delay in manufacturing color television receivers deliberate? Are the standards adopted by the Commission unsound? If so, in what manner? Have new standards been developed? If so, why are they not submitted to the FCC?**

He has no preference for any system, Sen. Johnson said, although he repeated he thought a compatible system is most desirable.

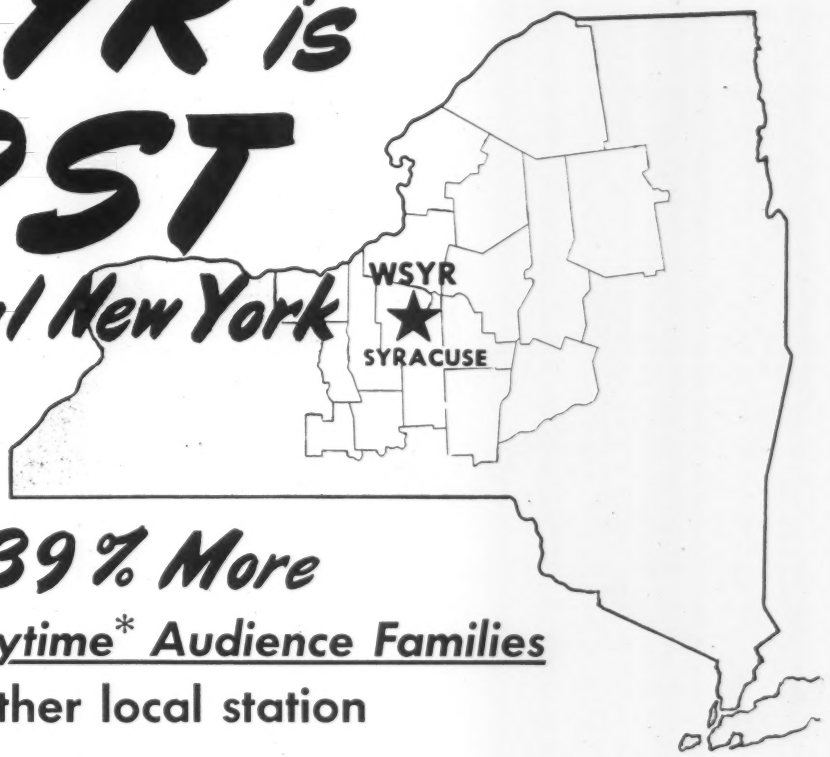
Sen. Johnson said he understood a tri-color tube was available at a cost of $60 when put into mass production, compared to the $450 and $500 figures he said he had heard the first black and white tubes cost.

Long sought, color television got its first big impetus shortly after the war, when CBS asked the FCC to establish commercial standards. After hearings in 1946 and 1947, the Commission ruled that polychrome TV was not yet feasible.

The subject was interjected into the allocations proceedings—during which all TV application processing was frozen for three-and-half years—by Comrs. Robert F. Jones and Frieda

*Any way you look at it...*

# WSYR is FIRST in Central New York




## Up to 239% More

## Weekly Daytime* Audience Families

## than any other local station

| According to SAMS 1952 | According to Nielsen 1952 |
|---|---|
| 29.8% more than Station A | 47.0% more than Station A |
| 72.7% more than Station B | 55.0% more than Station B |
| 194.4% more than Station C | 157.5% more than Station C |
| 239.1% more than Station D | 212.2% more than Station D |

There it is—the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York.

**And the nighttime figures show approximately the same leadership*

***Write, Wire, Phone or Ask Headley-Reed***

**WSYR ACUSE**
**570 KC**

**WSYR-AM-FM-TV—the Only Complete Broadcast Institution in Central New York. NBC Affiliate**

B. Hennock. In 1950, after long hearings, the Commission determined that the CBS field sequential system practical enough to authorize. The Commission's decision was appealed to the courts by RCA and in 1951 the Supreme Court upheld the FCC's right to decide the color issue.

Shortly thereafter, the NTSC, comprising Radio-Television Manufacturers Assn. and Institute of Radio Engineers members, was established with the avowed purpose of working out a compatible system. A compatible system is one in which color-casts can be received as black-and-white on existing TV receivers. The CBS field sequential color system requires the addition of an adapter to accomplish this.

CBS commenced limited color broadcasts shortly after the Supreme Court decision. This ceased when Defense Mobilizer Charles E. Wilson suspended the manufacture of color TV sets late in 1951.

NTSC last January announced that it had approved a complete set of compatible color standards, but stated that from three to four months of field testing would be necessary.

Sen. Johnson's charges brought a prompt response from Gen. Sarnoff, RCA board chairman, who noted that RCA has spent almost $20 million on research and development of compatible color and said Sen. Johnson "surely cannot" be referring to RCA—which "has everything to gain" by early color introduction.

In a statement issued at San Francisco, where he and a group of other RCA board members and officers were visiting during an inspection tour of RCA-NBC facilities [B•T, March 9], Gen. Sarnoff also made clear that RCA itself will go to FCC for approval of commercial standards for compatible color after final field tests are completed.

RCA is working with other industry groups in developing such standards through the National Television System Committee—as Gen. Sarnoff pointed out in his statement—and there has been speculation as to whether the application for FCC approval would be submitted by RCA, which has been the foremost exponent of the compatible technique or by the industry-wide NTSC. Although NTSC presumably could also file, Gen. Sarnoff said in his statement that "RCA will file. . . ."

The filing, he said, will follow completion of final field tests which currently are under way and which "should be completed within the next few months."

"As soon as the Commission approves the standard, RCA will proceed with its plans for manufacture and sale of color television receivers, tricolor tubes, and color equipment for broadcasting studios," he asserted.

Gen. Sarnoff disclosed that RCA spent more than $5 million on color TV research and development in 1952 and is continuing "these large expenditures" this year.

### CBS Declines Comment

Spokesmen for CBS—which also is a member of NTSC—declined comment on the Johnson charges except to refer to the CBS yearend statement on color, which they said still stands. In that statement CBS reviewed color development since the U. S. Supreme Court in the spring of 1951 upheld FCC's approval of CBS field-sequential color standards, and called upon "all elements in the industry and in the government" to settle the issue "as soon as possible in 1953" for the sake of the public [B•T, Jan. 5].

The statement also reported that the CBS Labs and the Hytron Radio & Electronics Co., another CBS division, had made "substantial progress" in the development of a tri-color tube which would replace the disc used with receivers under the CBS system. "Other companies, notably Chromatic Labs. Inc., made important progress in developing tri-color tubes usable with the field sequential system," the statement added. (RCA's tri-color tube also may be used with the CBS system, CBS has contended.)

Mr. Loughren said field tests of the NTSC compatible color system would begin March 18 and would continue for three or four months.

"The committee [NTSC], representing the whole industry, has been working strongly toward the desirble end of not only compatibility but good color, which color television will have to be if it is to become a successful service . . . and endure" he said.

He recalled that the FCC had specified what criteria must be met for a color TV system when it approved the CBS method. NTSC has been "working steadily toward the goal since and we now believe we have it," he said.

## Hobby to Cabinet?

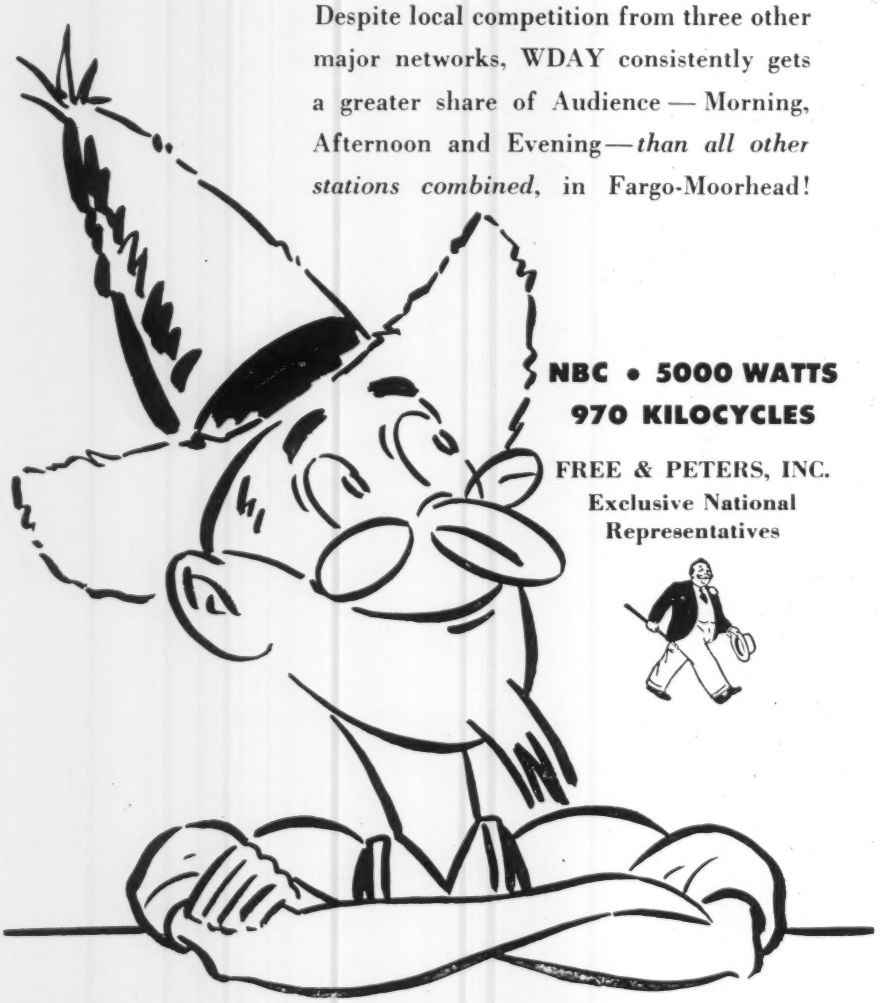
CABINET status for the Federal Security Agency was proposed to Congress Friday by President Eisenhower in recommending creation of a new Dept. of Health, Education & Welfare. Under this plan Oveta Culp Hobby (KPRC-AM-TV Houston), Federal Security Administrator, would become a Cabinet member.


WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Despite local competition from three other major networks, WDAY consistently gets a greater share of Audience — Morning, Afternoon and Evening—*than all other stations combined*, in Fargo-Moorhead!



NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

More and more, advertisers are finding that "there's gold in them there late hours"... and KPIX nightly proves the point with the full length feature films of "The Late Show." High ratings, low cost and a relaxed, receptive audience make "The Late Show" an outstanding buy in economy and effectiveness on Northern California's pioneer television station.

**Ask your Katz man for full details.**

CBS TELEVISION

# KPIX TELEVISION CHANNEL 5
## SAN FRANCISCO, CALIF.

*Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency*

# DUMONT MAKES PLEA ON CONTROL RULING

PLEA that the FCC change its decision holding that Paramount Pictures controls Allen B. DuMont Labs. was made last week by the New Jersey electronics firm in a petition for reconsideration.

It is believed that DuMont is preparing to take its case to court if the Commission refuses to alter its position.

Last February when the FCC decided the multi-faceted Paramount case, it overruled the examiner's initial decision in only one respect: The Commission held that Paramount controls DuMont by virtue of negative control over some corporate actions and potential affirmative control over all phases [B•T, Feb. 16].

Paramount Pictures owns all of DuMont Class B stock and 2.4% of its Class A stock. Through its Class B ownership, Paramount elects three of the eight directors and appoints the DuMont secretary, treasurer and assistant treasurer.

Basic in DuMont's request for a new ruling is its position that Dr. DuMont dominates the company's policies in practice. It said the Commission was "unreasonable and unwarranted" in finding that Paramount controlled DuMont. The evidence showed, it said, that there have been differences of opinion between Dr. DuMont and his associates and Paramount over (1) issuance of additional Class A stock, (2) the depressed TV set sales market in 1951, and (3) payment of a dividend. DuMont also claimed that Paramount President Barney Balaban's request for a "partnership" relationship was turned down by Dr. DuMont.

Reference was also made by DuMont to the competitive aspects of both its activities and Paramount's (DuMont manufactures cathode ray tubes and Paramount has a 50% interest in color tube maker Chromatic Laboratories Inc.; DuMont Television Network competes with Paramount's syndicated kinescope recordings; DuMont manufactures home TV receivers, while Paramount has a half interest in subscription TV promoter International Telemeter Co.).

DuMont also attacked what it called the Commission's "inferences" regarding (1) Paramount's board representation, reduced from equal membership to three as against Class A representation of five; (2) Paramount's right to elect fiscal officers, which it called purely "ministerial" functions; and (3) the selection of Mr. Balaban and Paramount executive Edward K. Weisl to the DuMont board.

The right of Paramount to veto certain DuMont corporate acts must be judged against the actualities, DuMont said. It also claimed that the Commission's attitude toward DuMont has harmed the development of the DuMont Television Network by prohibiting DuMont from owning more than three stations up to the present.


HERE'S YOUR BEST MARKET FOR '53

here's why

Kansas farmers will receive an all-time high of $944,983,000 for their 1952 crops.

*U.S. Dept. of Agriculture*

here's how to sell 'em

Use the Kansas FARM Station—WIBW. Sell these able-to-buy farm families *as a unit* with the station they listen to most.*

** Kansas Radio Audience, 1952*

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS RADIO

TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN


## Newspaper Antitrust Appeal Cites Radio-TV Competition

RADIO-TV situation in New Orleans was cited as one reason newspapers should be permitted to charge combination advertising rates for morning and evening newspapers under the same management in argument before the U. S. Supreme Court last week.

The Court heard an appeal by the New Orleans Times-Picayune Publishing Co. from an antitrust conviction last year. Basis for the conviction was that the firm required classified advertisers to buy space in both the morning *Times-Picayune* and its sister newspaper, the evening *New Orleans States*.

Combination charges are one of the principal means whereby newspapers may combat magazines and radio-TV, John C. Cahill, attorney for a group of newspapers, argued. Intervening as a "friend of the court," Mr. Cahill pointed to New Orleans, with one TV and 16 radio stations. He noted New Orleans was due for six more TV stations.

## KSTP, Business Group File For St. Louis Vhf Ch. 4

MUCH sought after vhf Ch. 4 in St. Louis received another applicant late last week as the new Missouri TV Co. filed application with FCC. New TV company is made up of KSTP Inc., St. Paul, and St. Louis businessmen.

Stanley Hubbard, president, KSTP St. Paul, is president, Ethan A. Shapley (2%), vice president, and William T. Jones Jr. (1%), insurance agent, St. Louis, secretary. Directors include Claude Siems, Thomes F. Bragg, Russel E. Gardner Jr. (1.6%), investment banker, and Edmund T. Allen, president, First National Bank, Clayton, Mo. KSTP Inc. owns 50% of Missouri TV Co.

Application makes request for ERP of 100 kw visual, 60 kw aural, antenna 541 ft. above average terrain.

Other applicants for vhf Ch. 4 in St. Louis are KXOK Inc. [B•T, July 7, 1952], KWK Inc. [B•T, July 7, 1952], Meredith Engineering Co. [B•T, Aug. 18, 1952], and CBS Inc. (KMOX) [B•T, Oct. 20, 1952].

# WEMP-FM STORECASTING MAKES SALES FOR STORES AND STATION ADVERTISERS

## Adds thousands of listeners to audience

ONLY MEDIA EXHIBIT at upcoming 1953 Independent Grocers Association convention in Milwaukee Arena will be WEMP display of progress made by the station in FM Storecasting.

Exhibit will show success of present users, encourage other grocers to install FM units to entertain (and sell) shoppers.

IGA, representing 363 stores in Wisconsin, is currently using fourth consecutive year on WEMP. Three ten-minute daily segments are employed to sell the stores and promote food specials. Show is morning "Coffee Club" program with Bob "Coffeehead" Larsen, M. C. who ties in IGA air schedule with personal appearances at stores throughout the State. Larsen will be feted at the convention by IGA executives.

TYPICAL WEMP-FM Storecasting speaker installed in Milwaukee IGA Food store. Storecasting unit consists of receiver, public address system and speakers. Customers are entertained with regular WEMP music and news programs. Special announcements can be fed over speakers from a microphone input.

WEMP-FM unit in Wiemann's chain 5¢ to $1.00 store. Station has embarked on extensive program of providing Storecasting sets throughout Milwaukee area. Units are installed at cost and are owned by stores, without rental fee. Storecasting offers important low-cost service device for merchants and a bonus "out-of-home" audience for WEMP advertisers.

## Broadcast Schedules Hash

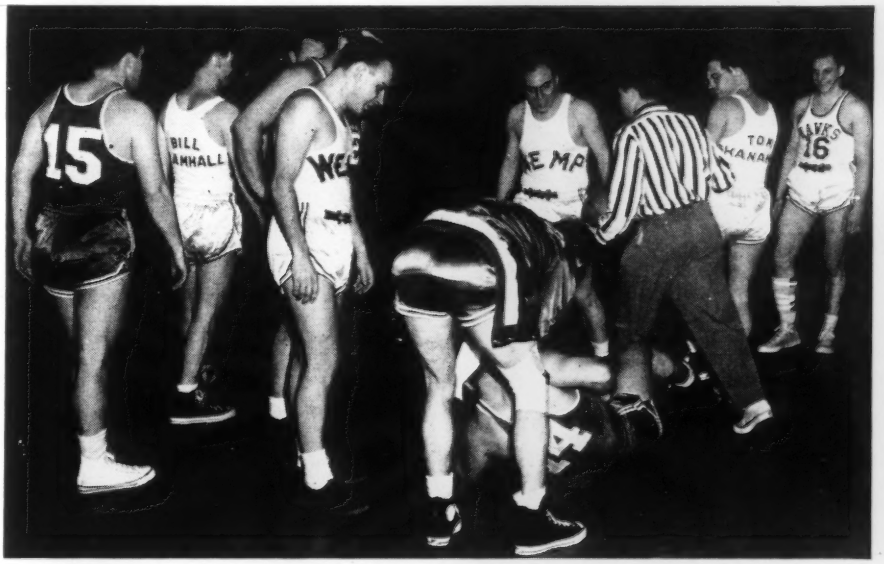
LATEST big national spot advertiser to employ saturation schedule on WEMP is Broadcast Corned Beef Hash and Beef Stew. Fifty-two week order, placed by Arthur Meyerhoff agency through Headley-Reed, calls for 50 spots a week—10 a day—promoting both Broadcast Hash and Beef Stew lines.

## MILWAUKEE BREWER BASEBALL GAMES ON WEMP FOR 13th YEAR IN A ROW!

WEMP, WEMP-FM will broadcast all Milwaukee Brewers baseball games for the 13th consecutive season beginning April 15. Miller Brewing Company, through Mathisson & Associates, is sponsor of the broadcasts for the sixth year.

Earl Gillespie, who does Green Bay Packers and Marquette University football and Milwaukee Hawks basketball for WEMP, will again handle play-by-play description.

Brewer home game broadcasts will originate for the first time this year from the new multi-million dollar Milwaukee County Stadium.



**FANS CHEER WEMP D-J'S IN GAME AGAINST PRO STARS**

HIGHLIGHT of "Radio Appreciation Day" staged by Milwaukee Hawks pro-basketball team for WEMP was exhibition game preliminary between WEMP Disc-Jockeys and Wisconsin Pro Athletes. Burlesque contest featured popular D-J's Robb Thomas, Bill Bramhall, Tom Shanahan, Joe Dorsey, Chuck Phillips and Sports Director Earl Gillespie versus stars from Milwaukee Brewers, Green Bay Packers and Chicago Bears. 4,500 turnout for the game was a near all-time record. Silver dollars were awarded players for best performances by Mathisson & Associates, Miller Brewing Co. agency. WEMP carries all Hawks' games for Miller High Life beer.

# WEMP • 24 HOURS OF MUSIC, NEWS, SPORTS

**WEMP-FM**

**HUGH BOICE Jr., Gen. Mgr. — HEADLEY-REED, Nat'l. Rep.**

## Supreme Court Decision Does Not Apply to Lea Act

ALTHOUGH the Supreme Court last week decided featherbedding practices by typographical unions and the American Federation of Musicians were not "unfair labor acts," the decision does not affect Lea Act provisions of the Communications Act.

That is the interpretation of both NARTB General Counsel Justin Miller and Employe-Employer Relations Director Richard P. Doherty.

Both cases hinged on the meaning of Section 8 (b) (6) of the National Labor Relations Act, as amended by Taft-Hartley, defining as an unfair labor practice any attempt by a labor union to force an employer to pay for "services which are not performed or not to be performed. . ."

The Supreme Court found in the newspaper case, brought by the American Newspaper Publishers Assn. against the National Labor Relations Board, that printers performed work in setting "bogus" type and that the NLRB was right in finding that this is not an unfair labor practice. "Bogus" type is set by printers in a newspaper printing plant when an advertiser supplies the publisher with a mat of his advertisement. This type is never used.

In the music case, the Court held that the Akron, Ohio, AFM local offered to perform work in an attempt to persuade the Palace Theatre ownership to hire a house orchestra. When theatre owners refused, AFM blacklisted the theatre, thus preventing "name" bands from performing there. Theatre is owned by Gamble Enterprises Inc.

Both decisions were by 6 to 3 majorities. Dissenting in the "bogus" type decision were Chief Justice Vinson and Justices Douglas and Clark; in the music case, Chief Justice Vinson, and Justices Clark and Jackson. Justice Burton wrote both majority opinions.

Supreme Court majority's views were based strictly on the legislative history of this provision in the Taft-Hartley Law.

In the Lea Act, now Sec. 506 of the Communications Act, not only are penalties prescribed for coercion to force broadcasters to pay for work not performed, but also for more employes than considered necessary by the employer.

This latter provision is what was lacking in Sec. 8(b)(6) of the Taft-Hartley Law, the Supreme Court majority held.


KWBB
WICHITA, KANSAS

Proudly announces the Appointment

of

George W. Clark
INCORPORATED

NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

as its

national representative

Wichita's only independent
Tops in Music, in News and in Sports

KWBB
WICHITA, KANSAS

49th Market in Retail Sales — 52nd in Population


## WORD Plea Draws WIS-TV Reply on Ch. 10

REPLY to plea of WORD Spartanburg, S. C., for FCC to reconsider grant of Ch. 10 in Columbia, S. C., to WIS-TV Corp. [B•T, March 9] was submitted Thursday to the FCC.

WIS-TV Corp., 80.9% owned by Broadcasting Co. of the South (WIS Columbia; WSPA Spartanburg; WIST Charlotte, N. C.), charged the WORD protest against grant of Ch. 10 in Columbia to WIS-TV Corp. is legally deficient under Sec. 309(c) of the Communications Act. Petition for rehearing should be dismissed or stricken, according to WIS-TV Corp.

Degree of signal overlap between Ch. 10 grant in Columbia to WIS-TV Corp. and facilities proposed by Broadcasting Co. of the South for Spartanburg and Charlotte, is declared not to be "a legal bar to the grant of any one or all of said applications." WIS-TV Corp. said there is no basis to require an election between any of these applications nor any legal basis to conditionally grant the application of WORD for Ch. 7 in Spartanburg.

## U. S. Gives Final Brief In Football Trust Suit

INTEREST of football fans and attractiveness of a game have more impact on attendance than telecasting of the event, the U. S. District Court (Philadelphia) was told last week as the government offered its closing argument and testimony in the antitrust suit against the National Football League.

Jerry N. Jordan, research consultant and son of C. L. Jordan, executive vice president of N. W. Ayer & Son, contended the long-range effect on attendance is beneficial. He reviewed results of a survey showing that more than half the persons who had owned a TV set for two years or more had attended at least one football game during the 1949 season.

Judge Allan K. Grim, after rejecting another defense motion to dismiss the case, said he would spend much of the summer studying the testimony. Decision is not expected until autumn, with appeal to the U. S. Supreme Court expected regardless of the outcome.

# "HOMETOWN, AMERICA"

# comes to WFBR in Baltimore!

## BIG, BIG NEWS FOR FOOD ADVERTISERS!

## *Truly, the most outstanding radio project produced exclusively for the food industry of the nation!*

**DIRECT TIE-INS WITH 2765 leading Baltimore Food Stores doing 60% of Baltimore Food Business!**

Yes—"Hometown, America", the same great radio project which has proved so phenomenally successful for food advertisers comes to WFBR in Baltimore starting Monday, April 6!

"Hometown, America" on WFBR offers the food advertisers unheard of advantages—guarantees immediate, sustained sales increases! Puts tremendous merchandising weight behind every sponsor—sells your product—improves and freshens store positions, erects banners and shelf talkers, builds displays and distributes leaflets to grocers! Also equipped to handle in-store sampling of your product or products!

All this, plus participation in the "Hometown, America" daily hour on WFBR—and *much more*—is yours when you buy "Hometown, America"—the most terrific radio merchandising and promotion project in history!

"Hometown, America" will begin operation on WFBR on Monday, April 6. Be sure you're a part of this tremendous food sales and merchandising effort — reserve your time now! Write, wire or phone any WFBR account executive or your John Blair man—be a part of "Hometown, America" on WFBR in Baltimore!

**"Hometown, America" is presented under the auspices of the Retail Grocers and Meat Dealers Association of Baltimore, Inc.**

**Guarantee**

A permanent crew of full-time sales service experts sell your products—increase distribution —handle in-store merchandising!

**WFBR**

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

## List of FCC Job 'Plums' Is Released; All in D. C.

THE WORD on job "plums" for deserving Republicans in the FCC is this:

• There are 89 staff positions classified by statute or the Civil Service Commission as exempted from civil service status. All are in Washington.

• Of the 89 exempt positions, 27 are held by individuals who have civil service status.

• But, "status" does not protect incumbents of exempted positions. They can be removed just as summarily as those without civil service protection. However, if any have veteran's preference, removal must be for cause and the employe has a right to appeal to the Civil Service Commission. There are believed to be 11 vets among these 27.

The above is taken from S Doc. 18, published last week, which is a compilation of all "excepted" jobs in the Federal government. The lists were compiled by individual departments and agencies and collated by the Civil Service Commission in response to a Senate request [B•T, March 2]. Copies of the document, entitled "Positions Not Under Civil Service," may be secured from the Government Printing Office (448 pp., $1.25).

Also listed are the seven commissioners, all of whom are appointed by the President, after confirmation by the Senate. At the present time there is only one vacancy on the Commission—now occupied by Democratic Comr. Eugene H. Merrill on recess appointment by President Truman, filling the term of Former Comr. Robert F. Jones, which runs to June 30, 1954.

A second FCC vacancy is due to occur June 30, when Democratic Chairman Paul A. Walker's term expires. Mr. Walker, who is past the obligatory retirement age of 70, was given a waiver last year by President Truman to complete his term. It is possible for President Eisenhower to revoke the executive waiver and force Mr. Walker to retire before then.

The list of FCC positions not under civil service protection follows:

| Position | Salary | No. | (*) |
|---|---|---|---|
| Secretary** | $10,800 | 1 | |
| Broadcast Bureau | | | |
| Chief of Bureau** | 12,000 | 1 | (1) |
| Trial attorney | 10,800 | 1 | (1) |
| Attorney-adviser | 10,800 | 2 | (1) |
| Attorney-adviser | 9,600 | 4 | (1) |
| Trial Attorney | 9,600 | 1 | (1) |
| Attorney-adviser | 8,360 | 1 | (1) |
| Trial attorney | 8,360 | 1 | |
| Attorney-adviser | 7,040 | 4 | (1) |
| Attorney-adviser | 5,940 | 6 | (2) |
| Attorney-adviser | 5,060 | 3 | |
| Attorney-adviser | 4,205 | 3 | (1) |
| Common Carrier Bureau | | | |
| Chief of Bureau** | 12,000 | 1 | |
| Attorney-adviser | 9,600 | 1 | |
| Trial attorney | 8,360 | 1 | (1) |
| Attorney-adviser | 7,040 | 2 | |
| Trial attorney | 7,040 | 1 | |
| Attorney-adviser | 5,940 | 1 | (1) |
| Safety & Special Radio Services Bureau | | | |
| Chief of Bureau** | 12,000 | 1 | (1) |
| Attorney-adviser | 9,600 | 2 | (1) |
| Attorney-adviser | 8,360 | 1 | |
| Attorney-adviser | 7,040 | 4 | (2) |
| Attorney-adviser | 5,940 | 1 | (1) |
| Field Engineering & Monitoring Bureau | | | |
| Chief of Bureau** | 10,800 | 1 | (1) |
| Attorney-adviser | 8,360 | 1 | (1) |
| Office of Commissioners | | | |
| Administrative assistant** | 10,800 | 1 | |
| Engineering assistant** | 10,800 | 7 | |
| Legal assistant** | 10,800 | 7 | |
| Attorney-adviser† | 9,600 | 1 | |
| Attorney-adviser† | 8,360 | 1 | |
| Confidential assistant** | 5,940 | 7 | (4) |
| Office of Opinions and Reviews | | | |
| Attorney-adviser | 9,600 | 1 | |
| Attorney-adviser | 8,360 | 1 | |
| Office of Chief Accountant | | | |
| Chief Accountant** | 12,000 | 1 | (1) |
| Assistant Chief Accountant** | 10,800 | 1 | |
| Office of Chief Engineer | | | |
| Chief Engineer** | 12,000 | 1 | (1) |
| Assistant Chief Engineer** | 10,800 | 1 | (1) |
| Office of General Counsel | | | |
| General Counsel** | 12,000 | 1 | (1) |
| Assistant General Counsel** | 10,800 | 1 | |
| Supervisory attorney-adviser | 10,800 | 1 | |
| Attorney-adviser | 9,600 | 1 | |
| Attorney-adviser | 8,360 | 1 | |
| Trial attorney | 7,040 | 3 | |
| Attorney-adviser | 7,040 | 1 | |
| Attorney-adviser | 5,060 | 1 | (1) |
| Attorney-adviser | 4,205 | 1 | |

(*) Indicates incumbents have civil service status.
** Policy determining and confidential.
† These two positions have been superseded by the establishment of legal assistants; thus this listing is a duplication.


MEMO

Be sure to call Weed today and ask about the "Jet Fire" WPTR Merchandising plan that covers the Albany - Schenectady Troy area!


## WSTV Asks FCC Processing Of Its Ch. 9 Application

APPLICATION of WSTV Inc., Steubenville, Ohio, for a Ch. 9 TV station should be processed at once unless Storer Broadcasting Co. dismisses its Miami TV application, the FCC was told Thursday in a petition filed by WSTV.

The Storer company was notified Jan. 30 by FCC that it, in effect, must decide whether to drop Miami or Wheeling (Steubenville) applications and stay within a maximum limit of five. Storer presently operates four stations (WAGA-TV Atlanta; WJBK-TV Detroit; KEYL (TV) San Antonio and WSPD-TV Toledo.)

The Jan. 30 order [B•T, Feb. 2] provided that an applicant owning four TV stations cannot file for more than one additional outlet. The idea of this ruling was to keep applicants from flooding the Commission with multiple applications.

WSTV asked FCC to deny a Storer petition for reconsideration and stay of the Jan. 30 order. It asked the Commission to strike the Storer "alleged election" of its Wheeling-Steubenville application over Miami, contending it is not a bona fide election since it allegedly contains reservations. Actually, WSTV claims, the Storer election would retain applications in both Wheeling-Steubenville and Miami, thus preventing grant of the WSTV Steubenville applications.

In a reply to the WSTV petition to strike, Storer reiterates that the Commission's Jan. 30 decision was erroneous and should be reversed. It has filed a pleading asking reconsideration and stay, and claims it would be untenable for FCC to require final election between the two applications in view of this request.

## VOA PROBE BACK TO BAKER SITES

QUESTIONING into alleged mismanagement and inefficiency of Voice of America operations returned Thursday in Washington to the subject on which the Senate investigation started more than a month ago: Location of two proposed high-powered transmitters called Baker East and Baker West.

Construction on these stations in the states of Washington and North Carolina was halted Feb. 17 after Senate inquiry began under the chairmanship of Sen. Joseph McCarthy (R. Wis.). Testimony Thursday indicated the State Dept. sub-contractor handling the Baker West project near Seattle still was being paid about $1,000 a day because no official cancellation order had been sent him.

## House Study of Gleason Damage Claim 'Favorable'

FAVORABLE attitude toward $306,000 compensation to William L. Gleason for damages resulting in the FCC's 1947 deletion of Ch. 1 was indicated last week by Rep. Usher L. Burdick (R-N.D.), sitting as a one-man subcommittee of the House Judiciary Subcommittee on Private Claims.

Hearing was held in Washington on HR 1693, sponsored by Rep. George P. Miller (D-Calif.). The bill would compensate Mr. Gleason for losses he claims in beginning construction of KARO (TV) Riverside, Calif., granted by FCC in 1946. This was halted by FCC order in 1947, when the Commission studied and decided that the share arrangements between other services and TV would not work on Ch. 1.

Rep. Burdick's recommendation was scheduled to be submitted within two weeks to the full private claims subcommittee of the House Judiciary Committee upon additional information from the FCC.

Although the original bill asked for $150,000 to recompense Mr. Gleason for his losses, he submitted an audited statement indicating a loss of $306,000.

At the time Ch. 1 was eliminated, the Commission promised Ch. 6 as a replacement, Mr. Gleason said. In 1948, he filed for Ch. 13 (then assigned to Los Angeles) but he said no action was ever taken on this.

He was the principal owner of Broadcasting Corp. of America, which was adjudged in bankruptcy by Federal Judge William M. Byrne in Los Angeles March 2. A trusteeship appointed 12 months ago was terminated, and the court is expected to appoint a referee in bankruptcy and a receiver to sell the properties in the next couple of weeks. Trustee W. B. Ross, Los Angeles advertising executive, told the court that despite a year's operation in the black under his supervision liabilities were $419,000 and assets $211,000. BCA stations are KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all California.

# WWLP (TV), WHYN-TV BEGIN OPERATION

## The Springfield and Holyoke, Mass. outlets join the new starters, along with KSWO-TV Lawton and WFMJ-TV Youngstown

TWO more post-freeze television permittees—both in Massachusetts— were to have begun commercial programming over last weekend on the heels of WFMJ-TV Youngstown, Ohio, and KSWO-TV Lawton, Okla., which started March 8.

Due to begin March 15 were WWLP (TV) Springfield, Mass., on uhf Ch. 61 and WHYN-TV Holyoke, Mass., on uhf Ch. 55. WHYN-TV, a CBS affiliate, is represented by The Branham Co.

Alan C. Tindal, vice president of WWLP (TV), said last Wednesday that all equipment was on hand, with the antenna scheduled for mounting Thursday and test pattern planned for either Thursday night or Friday. The station is affiliated with CBS and DuMont, and represented by George P. Hollingbery Co.

WMFJ-TV began commercial operations March 8 on uhf Ch. 73—the highest uhf station to begin programming [B•T, Feb. 9].

Len Nasman, sales manager for WFMJ-TV, said the first day's programming went on "without a hitch" because of dry runs of all commercials and local programs for the preceding six weeks. Network affiliation is with NBC and national representative is Headley-Reed.

KSWO-TV Lawton, on vhf Ch. 7, is represented by Everett-McKinney.

Due to begin commercial programming yesterday (Sunday), but with a delay until tomorrow (Tuesday) possible, was WPAG-TV Ann Arbor, Mich., uhf Ch. 20 outlet. Joseph Hershey McGillvra Inc. is its national representative.

Also aiming for a start yesterday, according to its national representative, Joseph Hershey McGillvra Co., was KDZA-TV Pueblo, Col., vhf Ch. 3 outlet.

### Due to Start Tomorrow

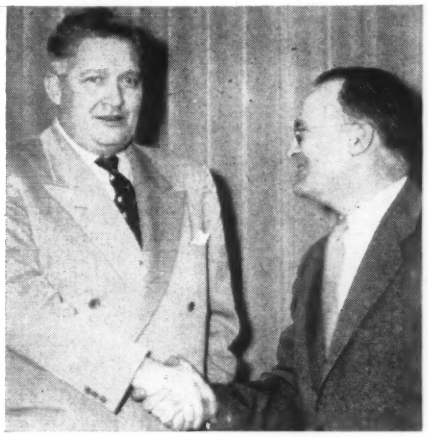
KGNC-TV Amarillo, Tex., vhf Ch. 4 NBC and DuMont affiliate, is due to start commercial operations tomorrow. Tom Kritser, general manager, said the station will have an effective radiated power of 100 kw visual and an antenna height above average terrain of 834 ft. The O. L. Taylor Co. is the national representative.

WBAY-TV Green Bay, Wis., vhf Ch. 2, also will begin programming tomorrow (Tuesday) according to Peter James of Weed Television, the station's national representative. The station will be a CBS-TV affiliate.

WKST-TV New Castle, Pa., uhf Ch. 45, will begin about March 20 according to Byron Goodell of Robert Meeker Assoc. Inc., national representative.

KGUL-TV Galveston, Tex., vhf Ch. 11, broadcast test patterns March 12 in preparation for commercial programming to begin next Sunday, March 22, Paul E. Taft, president, told BROADCASTING•TELECASTING. The station, which filed for TV last summer [B•T, July 7], was granted its construction permit November 20 [B•T, Nov. 24].

With a test pattern scheduled for March 19, WLOK-TV Lima, Ohio, uhf Ch. 73, expects to begin commercial programming April 1. R. O. Runnerson, general manager, said the original starting date had to be moved back about 10 days because of delays in getting some equipment.



**SEATTLE Mayor Allan Pomeroy, (l), congratulates Len Higgins, manager of KTNT-TV, which took the air March 1, during inaugural ceremonies attended by the state's governor and lieutenant governor among others. KTNT-TV is the second station in the Puget Sound area, and operates on Ch. 11 as a CBS-TV and DuMont affiliate.**

One of the fastest jobs of building a new TV station is being done in Mesa, Ariz., a few miles from Phoenix, where Harry Nace Jr. and Dwight Harkins, principals of KTYL-TV, vhf Ch. 12 grantee, plan to have a test pattern on the air by March 20. They say continuous programming will start April 5. Their CP was granted Feb. 18 [B•T, Feb. 23].

### Showmanship Techniques

Messrs. Nace and Harkins told BROADCASTING • TELECASTING they will apply theatre showmanship techniques to TV programming. Mr. Nace and his father operate 38 theatres in Arizona, and he said that "We'll do everything we've learned how to do in 47 years in theatre experience to give audiences what they like in entertainment."

An unusual feature of KTYL-TV is a planned "drive-in" studio. A large plate glass window along one wall of the station will allow motorists to drive up and watch the station and studio operation without leaving their cars. Mr. Harkins uses the idea with his radio stations, KTYL-AM-FM, and says it creates great public interest and personality identification.

Additional KTYL-TV plans are for a closed-circuit TV network through the 38 theatres in the Harry L. Nace Inc. chain.

Antenna site is atop South Mountains, a high mountain range at the southern end of Phoenix. From this site the station operators expect to cover the Phoenix metropolitan area and surrounding communities which, they say, comprise 60% of Arizona's population.

Other stations which expect to get on the air about April 1 include WKNX-TV Saginaw, Mich., uhf Ch. 57 outlet represented by Gill & Perna; WCOV-TV Montgomery, Ala., uhf Ch. 20, station represented by O. L. Taylor; KELO-TV Sioux Falls, S. D., vhf Ch. 11 outlet represented by O. L. Taylor; KFDX-TV Wichita Falls, Tex., vhf Ch. 3, also represented by O. L. Taylor; KBMT (TV) Beaumont, Tex., uhf Ch. 31; WBUF (TV) Buffalo, N. Y., uhf Ch. 17; WCSC-TV Charleston, S. C., vhf Ch. 5, affiliated with all four networks and represented by Free & Peters; WFTL-TV Fort Lauderdale, Fla., uhf Ch. 23, represented by Weed Television; KFOR-TV Lincoln, Neb., vhf Ch. 10, represented by Paul H. Raymer Co.; WMAC-TV Massillon, Ohio, vhf Ch. 23; KFAZ-TV Monroe, La., uhf Ch. 43; WLBC-TV Muncie, Ind., uhf Ch. 49, to be affiliated with CBS-TV and DuMont and represented by The Walker Representation Co., New York, and Hal Holman Co., Chicago; KCSJ-TV Pueblo, Col., vhf Ch. 5, represented by Avery-Knodel; KEYT (TV) Santa Barbara, Calif., vhf Ch. 3 station to be affiliated with all four networks, represented by George P. Hollingbery Co., and WHIZ-TV Zanesville, Ohio, uhf Ch. 50, represented by John Pearson Co.

# NEWEST PERMITTEES START PLANNING

HOW soon will last week's 29 newly-granted TV stations get on the air?

Here is what they told B•T:

A two month starting date for the new vhf Ch. 3 station at Harrisonburg, Va., has been set by Frederick L. Allman, president of Shenandoah Valley Broadcasting Corp., licensee of WSVA there. He said RCA equipment will be used and Devney & Co., WSVA representative, also will act for the TV outlet. WSVA is with NBC, with whom negotiations will be started for TV, Robert B. Harrington, commercial manager, said.

Beverly M. Middleton, president of WHKP-TV Hendersonville, N. C., uhf Ch. 27 grantee, told B•T that she expects the station to be on the air by midsummer. Equipment has been on order from RCA since December, she said, and a 400 ft. Lehigh tower is in storage. National representative is Headley-Reed.

Sam Booth, general manager of WCHA Chambersburg, Pa., said the target date for his new uhf Ch. 46 station is late summer. Equipment is to be RCA and national representation is to be by Forjoe & Co.

A. Hartwell Campbell, manager of Carolina Broadcasting System, for which FCC has assigned WNCT (TV), vhf Ch. 9 grantee in Greenville, N. C., told B•T Friday that the contemplated starting date is estimated at Sept. 1. RCA equipment and a Skyline tower will be used. John E. Pearson will represent the station. Mr. Campbell said network affiliation was not definite right now.

Allen M. Woodall, president and general manager of WDAK Columbus, Ga., one of the three participants in the merged uhf Ch. 28 grant for Columbus, said the station probably would go on the air by Sept. 15 and will be RCA-equipped. Network affiliation and national representative will be decided shortly, he said.

Charles Truitt, manager of WBOC Salisbury, Md., uhf Ch. 16 grantee, said the on-the-air date is set for Oct. 1. Network will be CBS-TV, he said.

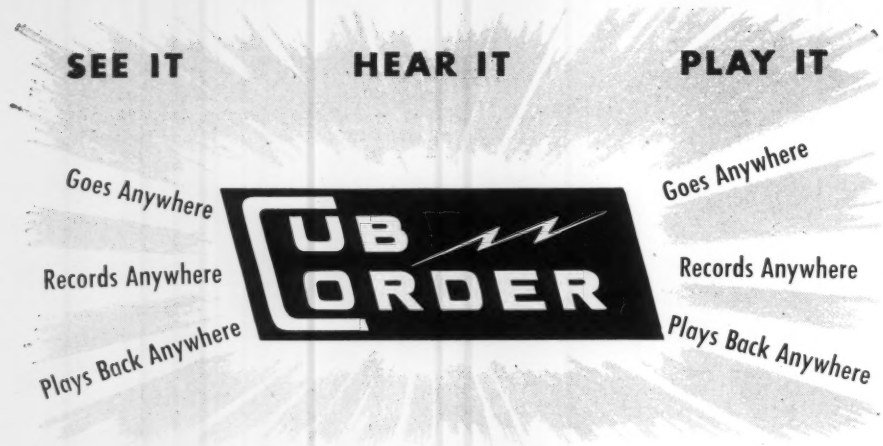
### Aim For Oct. 1

A. J. Bauer, general manager of WINK-TV Fort Myers, Fla., vhf Ch. 11 permittee, said that the contemplated starting date is Oct. 1. He reported that RCA equipment is specified and that Weed Television will handle representation.

Ralph D. Epperson, general manager of WPAQ-TV Mount Airy, N. C., said the starting date for uhf Ch. 55 will be this fall. Network, representative and equipment are not set.

Richard Lewin, general manager of KTRE Lufkin, Tex., said that the vhf Ch. 9 station would be on the air by Nov. 1. O. L. Taylor represents KTRE. TV network affiliation has not yet been negotiated. Conversations are going forward with several manufacturers on equipment, Mr. Lewin said.

A. R. Hebenstreit, owner of KGGM-TV Albuquerque, N. M., said target date for

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**Radio Engineering Show**

The recently introduced, widely publicized, completely portable, battery-powered recorder that signals a new era in the exchange of audible human expression.

**On display for complete demonstration**

# HOTEL BARCLAY

**Just around the corner from the I.R.E. Show**

**111 E. 48th Street New York, N. Y.**

*Morning, Noon or Night*

**Monday, March 23rd through Thursday, March 26th**

**MOST USEFUL, FULLY PORTABLE RECORDER FOR A STATION**

Record interviews and events aboard ship, train or plane, independent of power lines • Accident and disaster coverage • Public opinion interviews • Man-on-the-street programs • Cross country sporting events • Expeditions and explorations • Police manhunts • Protection recordings on remote broadcasts • On-location interviews with V.I.P.s • Foreign correspondents.

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operation on vhf Ch. 13 is Nov. 1 but that studio construction would begin immediately. The antenna will be located on Sandria Crest, at a 10,000 ft. elevation, making it one of the highest locations in the country, he reported. Weed Television will be representative. KGGM is a CBS-TV affiliate.

A. L. Tedesco, general manager of WCOW-TV St. Paul, Minn., told B•T that telecasting on uhf Ch. 17 is set for Nov. 15. He plans use of DuMont equipment. John E. Pearson Co. will be national representative.

### Sets Year End

Wilton Cobb, general manager of WMAZ Macon, Ga., asserted that he hoped to have the new vhf Ch. 13 station, technically located Warner Robins, Ga., not far from Macon, on the air by the year's end. Equipment negotiation is now underway and a contract will be let shortly, it was stated. WMAZ is affiliated with CBS-TV and the Katz Agency is national representative.

Art Mosby, president of KGVO-TV Missoula, Mont., grantee for vhf Ch. 13, said a target date is set for spring of 1954. National representative will be Gill & Perna Inc.

## NCAA TV Group Sets Meet This Week in Kansas City

NATIONAL Collegiate Athletic Assn.'s 1953 television committee will meet at the Hotel Muehlebach in Kansas City Thursday through Saturday to lay the foundation for NCAA's 1953 TV plan.

The group voted at its annual convention in Washington last January for a limited program of college football telecasts as was in effect last year. In 1952 NCAA permitted national television coverage of one college game a week, which was carried over NBC-TV.

NCAA said it has sent invitations to networks, advertising agencies, sponsors and "other interested groups" to meet with the committee on Saturday and offer their advice, suggestions and recommendations.

Network representatives who have notified NCAA that they will attend Saturday's session are Judson Bailey, CBS-TV sports director; Chris Witting, managing director of DuMont TV Network; Tom MacMahon, DuMont director of sports, and Tom Gallery, NBC manager of sports.

## Woolley Leaves KDYL

EASTON C. WOOLLEY, executive vice president of KDYL-AM-FM-TV Salt Lake City, has resigned from Intermountain Broadcasting & Television Corp. Mr. Woolley had been with the stations nearly two years. He previously had been station relations director of NBC and had helped set up NBC's television network. He had joined NBC in 1933. He joined WWJ Detroit as general manager in 1935. After 14 months at Detroit he returned to NBC.

## WBKB (TV) Schedule Plans

WBKB (TV) Chicago will revamp its daytime programming schedule March 30, John Mitchell, ABC vice president and WBKB general manager, said last Wednesday.

The new schedule will emphasize news, weather and service information and will shift some shows from WBBM-TV, which assumed the old WBKB Ch. 4 as part of the CBS purchase of the Balaban & Katz facilities.

# YOU MIGHT COAST A MILE IN 66 SECONDS*—

# BUT...

# YOU WON'T GET FAR IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you want to break sales records in Western Michigan, climb aboard the Fetzer pacemaker—WKZO-WJEF in radio, WKZO-TV in television.

### WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. Together, they deliver 57% more Kalamazoo and Grand Rapids listeners than the next-best two-station choice in these two cities—*yet cost 20% less!* Rural audiences are BIG, too. 1949 BMB figures credited WKZO-WJEF with a 52.9% increase over 1946 in unduplicated *nighttime* audience, a 46.7% *daytime* increase, and there is good reason to believe similar gains have been registered since 1949.

### WKZO-TV

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It delivers an excellent picture to more than a quarter-million TV homes in 28 Western Michigan and Northern Indiana counties—a bigger *television* market than Rochester, New Orleans or Seattle! The October 1952 Videodex Report proves that WKZO-TV gets 106.1% more afternoon viewers—*and 213.4% more evening viewers*—than Western Michigan's other TV station! Get all the Fetzer facts, *today*. Write direct or ask Avery-Knodel.

**In 1946, the Republic Miners ran four one-mile heats at Lake Placid in 4:24.3 for an average of 66 seconds per mile.*

**WJEF** tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

**WKZO-TV** tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

**WKZO** tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

## FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

## Gaines Joins General Teleradio As V. P. of WOR AM-TV

### Vacates NBC post of vice president of owned and operated stations; Charles Denny takes over.

JAMES M. GAINES resigned as NBC vice president for owned and operated stations last week to take over, effective today (Mon.), as vice president and a director of General Teleradio Inc. in charge of its WOR-AM-TV Div.

At NBC, the company's five radio and TV stations and its national spot sales department, which in the past have reported to Mr. Gaines, will now report to Charles R. Denny, vice president for owned and operated stations, public relations and staff engineering, under whom Mr. Gaines served.

Mr. Gaines

In his new post, Mr. Gaines will be operating head of WOR-AM-TV in a capacity paralleling those of the operating chiefs of General Teleradio's Don Lee and Yankee network divisions.

His election as a vice president and board member of General Teleradio was announced by President Thomas F. O'Neil. General Teleradio, the radio-TV subsidiary of General Tire & Rubber Co., also owns controlling stock interest in Mutual.

During Mr. Gaines' tenure, the NBC O&O division developed into the largest revenue-producing division of the company, and the owned stations became the most profitable group in the country, it was pointed out.

The WOR stations, since the resignation of Theodore R. Streibert as president several months ago, have had separate managers. Warren Wade has been manager of WOR-TV, while William H. Fineshriber Jr. served as executive vice president in charge of WOR as well as executive vice president of Mutual until he resigned to join NBC as vice president and general manager of the radio and TV networks early this month.

## Frank White Tours NBC Chicago; Meets Staff

NBC PRESIDENT Frank White last week wound up a series of informal "get acquainted" sessions arranged by the network's stations relations department with affiliates in different cities.

Mr. White met in Chicago with 30 executives representing NBC midwest affiliates at the Drake Hotel last Monday. He also inspected NBC Central Div. radio-TV facilities, and watched a closed circuit demonstration displaying talent on Chicago-originated programs.

Network and affiliate problems were discussed informally, with talk centering around the network's loss of Texaco Co. as sponsor for Milton Berle's *Star Theatre* on NBC-TV and switch of one or two programs to CBS, it was understood.

The meetings have been arranged by Harry Bannister, NBC vice president in charge of stations relations.

**STUDIO TOUR is given John J. Gillin III (l), son of the late John J. Gillin Jr., former president of WOW Omaha, by Fred Ebener, sales manager of WOW-TV. Young Mr. Gillin is a student at Creighton preparatory school. Bill and Johnnie Gillin, cousins, were incorrectly identified as sons of the late Mr. Gillin in a recent B•T picture.**

## Broadcasters to Work On Cancer Fund Drive

PLEDGES of all-out industry support to the 1953 fund raising campaign of the American Cancer Society indicate that the nation's radio and TV broadcasters will do even more than in previous years to enlist the public in the fight against the "Number One Killer."

William B. Lewis, president of Kenyon & Eckhardt, chairman of the volunteer radio and television steering committee, reported last week that response from station and network officials indicates thousands of "Fight Cancer" messages will be broadcast during April, the campaign month.

Advertisers and agencies also are cooperating generously, Mr. Lewis said, by arranging for cancer announcements to be included in their sponsored programs and, in a number of cases, integrating cancer information into the programs as a major or minor dramatic theme. Writers and producers contacted by the committee have been cooperative, he said, in developing techniques and procedures for this integration.

Radio and TV stations already have received special kits prepared by Walter King, director of radio and television for ACS, and his staff.

## Crosley Names Moore

GEORGE MOORE, former sales manager, WLTV (TV) Atlanta (now WLWA (TV)), has taken charge of the new Crosley Broadcasting Corp.'s national sales office in Atlanta, R. E. Dunville, president, Crosley Broadcasting, announced last week. Mr. Moore will service national and network business for WLWA. Mr. Moore, a native of Atlanta, was on the sales force of WLWT (TV) Cincinnati in 1951.

## Idella Grindlay to WABC-TV

IDELLA S. GRINDLAY, formerly with NBC and Mutual, and more recently with the Eisenhower-Nixon campaign headquarters as executive assistant to the radio-TV head of the campaign for the Kudner Agency, last week was appointed station operations manager of ABC's WABC-TV New York.

## KTHS Sets April as Target For Power Boost to 50 kw

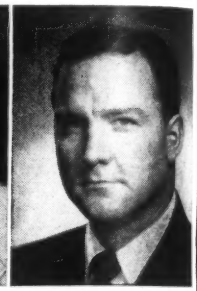
KTHS Little Rock, Ark., one of the few radio stations granted an increase to 50 kw in recent years, tentatively has set April as the date for operation on maximum power, according to B. G. Robertson, general manager. Effective June 15 KTHS will become a CBS Radio affiliate [B•T, Feb. 2]. It currently is an ABC outlet.

Mr. Robertson said station coverage will be expanded on a five-to-one basis to include all Arkansas and sections of adjoining states. The station's physical layout is completely new. Studios are in the KTHS Bldg., 313 Main St., Little Rock, with the transmitter at nearby Wrightsville.

KTHS president is W. H. Bronson, and Henry B. Clay is executive vice president. The station is licensed to Radio Broadcasting Inc.

Jack Wolever, assistant manager and program director, plans a diversified schedule. The newsroom staff is headed by Bill Neel, several

Mr. Robertson



Mr. Clay

years assistant news editor at KWKH Shreveport, La. AP and UP wires are supplemented by a direct line to the U.S. Weather Bureau.

Directing the farm department is Marvin Vines, who has been doing similar work in Missouri. The department maintains contact with Agricultural Extension Service, the state university, other agricultural colleges, county agents and farmers.

Current CBS Radio affiliate in Little Rock is KLRA. No plans have been announced for KLRA affiliation when KTHS goes on CBS.

## Ford Fund Approves Children's TV Show

FORD FOUNDATION trustees have renewed approval of the foundation's TV-Radio Workshop and approved production of a children's TV show as well as resumption, if the Workshop deems it desirable, of its 90-minute *Omnibus* series next fall.

Robert Saudek, workshop head, said the *Omnibus* outlook is currently under consideration, with indications good that it will be produced again next fall. Possible changes in format also are under study, the workshop's concern being that next season's series, if presented, should not be a "warmed over" version of this year's.

The 36-week run of this year's *Omnibus* presented Sunday afternoons on CBS-TV, will end May 3. The program for some time has had its full complement of sponsors—five—which means the workshop is getting back its full production costs except for the few weeks before the program was fully sponsored. Production costs run to about $55,000 a week (exclusive of agency commission), and each sponsor pays approximately $11,000 of these, aside from CBS-TV's time charges.

Nature of the workshop's projected children's show has not been determined.

# KONA-TV Off Air; To Sell at Loss

## KPOA and KGU Honolulu to ask FCC permission to buy four-month-old station, second in Hawaii.

FIRST TV station owner to sell at a loss is Herbert M. Richards, principal owner of KONA-TV Honolulu, which closed down last week for 30 days with FCC approval.

Control of Radio Honolulu Ltd., grantee of KONA-TV, is being jointly bought by KPOA and KGU Honolulu, with the transfer-of-control application due to be filed with the FCC in a few weeks.

KPOA is owned by J. Elroy McCaw and John D. Keating. The *Honolulu Advertiser* owns KGU.

In order to obviate any possible difficulties with FCC on the question of two AMs owning a TV station, Messrs. McCaw and Keating have agreed to sell KPOA within a reasonable time.

The two Honolulu radio station interests are paying Mr. Richards $80,000 for his 10,000 shares of $10 par value voting stock in 10-year debentures. The debentures will bear 5% interest after the first four years. They are also assuming Mr. Richards' stock subscriptions in the amount of about $200,000. Debt of $14,200 owed by KONA-TV to Mr. Richards will be repaid at the rate of $3,000 per month after $150,000 in bank notes are repaid, it was agreed. The new owners also will lend the station $15,000 until the FCC acts on the transfer application.

KONA-TV, the second TV station in Hawaii, went on the air Dec. 15, 1952. It was operating on Ch. 11 with 5 kw visual power from Ala Moana Blvd. and Piikoi St. Last week, KONA-TV requested, and the FCC approved, a 30-day shutdown "for technical adjustments." Station got its CP, which calls for 125 kw, in October 1952.

The following are officers and major stockholders, all holding Class A non-voting common stock, except for Mr. Richards.

**Walter H. Dillingham, president, 500 shares.**
**Herbert M. Richards, executive vice president, 15,000 shares (all of voting stock).**
**Arthur E. Varner, vice president, 1,000 shares.**
**Maurice R. Barnes, vice president.**
**William A. Cottrell, secretary, 1,000 shares.**
**Albert J. Cantrelle, treasurer, 250 shares.**
**Jerry Nishiki, 1,250 shares.**
**King W. Chapman, 1,763 shares.**
**Lester Irish, 5,000 shares.**

The station is managed by George H. Bowles, former owner of KGB San Diego, KDB Santa Barbara, KTAB Oakland (now KSFO San Francisco), all California, and WGHB Clearwater, Fla.

On Jan. 14, Radio Honolulu Ltd. issued a prospectus soliciting subscriptions to 30,000 shares of Class A common non-voting stock at $10 par. The prospectus said $9.25 per share was to go to the company, with the other 75 cents for sales costs and commission.

The prospectus included an estimated balance sheet for Nov. 12, 1953, incorporating proceeds from the prospective $300,000 stock sale, showed total current assets of $335,674.71 (of which $223,054.71 was cash), total fixed assets of $331,866.59 and deferred charges of $72,996.44. Liabilities were listed as $219,615.22, of which $56,367.22 was listed as current.

The prospectus also indicated that the original capitalization of the company was 50,000 of Class A common non-voting stock at $10 par, and 25,000 of regular common voting stock at $10 par. Issued were 7,557 shares of regular common voting stock at $10 par. This was to be converted into non-voting shares, except for 351 to be retained by Mr. Richards.

When KONA-TV was granted its CP, it was conditioned on Mr. Richards disposing of a stock interest in the Honolulu Star-Bulletin Ltd., publisher of *Honolulu Star-Bulletin* and 25% owner of KGMB-AM-TV Honolulu.

In addition to their ownership of KPOA, Messrs. McCaw and Keating also jointly own KILA Hilo, T. H., and KYA San Francisco. Mr. McCaw personally owns KORC Mineral Wells, Tex.; 50% of KELA Centralia, Wash.; 34% of both KYAK Yakima and KALE Richmond, Wash.; and 20% of KLZ Denver, Colo. Mr. Keating is one-third owner of Northwest Television & Broadcasting Co., applicant for Ch. 12 in Portland, Ore.

Both KPOA and KGU are competing applicants for Ch. 4 in Honolulu. It is understood that those applications will be dropped upon FCC approval of the purchase of KONA-TV. It is also believed that the new KONA-TV owners may seek to switch the station from its present Ch. 11 to Ch. 4. Last fall KGU accused KPOA of bad faith in filing for the same Ch. 4 on which the *Advertiser* station had filed [B•T, Oct. 6 and Sept. 1, 1952].

First TV station in the Honolulu market was KGMB-TV. It began operating Dec. 1, 1952 on Ch. 9. Pending are five TV applications, but two of them are those of KPOA and KGU.

Handling transfer are Washington counsel A. Harry Becker for KPOA, Reed Rollo for KGU, and Maurice R. Barnes, for KONA-TV.

**SPONSORS** LOVE TO BE LURED WITH **SESAC** SALES **A**IDS!

Colorful *sales brochures*, for you to use with your rates and call letters filled in, describe SESAC's network-quality shows to your prospective sponsor. Sample shows on *audition discs* demonstrate just how his show will sound. Letter after letter from subscribers tells us that the sponsor sees . . . hears . . . and he's *SOLD!* SESAC Transcribed Library Sales Aids will land the big sponsors for you, too!

The Library includes over 4,300 varied musical selections by the finest artists, salable scripts, program notes, and a catalog of bridges, moods and themes. SESAC is a *complete* transcription service—the *lowest-priced* in the field.

Write for Details

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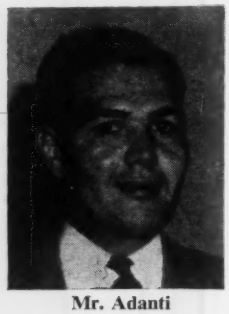
*Visit* SESAC *Headquarters*
NARTB *Convention*
*Biltmore, Los Angeles*
*April 28-May 1*

# WHEN (TV), WBTV (TV) BOOST POWERS

TWO pre-freeze TV outlets, WHEN (TV) Syracuse and WBTV (TV) Charlotte, N. C., boosted their power in the past 10 days.

WHEN (TV) Syracuse increased its effective radiated power to 190 kw visual, 100 kw aural, March 7, culminating a $300,000 project which began late last summer.

For the last three months the station has been operating with 50 kw visual ERP. A 20 kw amplifier built in GE's Syracuse Electronics Park plant and the first from its production line was installed at WHEN's Sentinel Heights transmitter to make the power increase possible.



Mr. Adanti

Paul Adanti is general manager of the Meredith-owned station, operating on vhf Ch. 8, which now expects its coverage will be expanded beyond a former perimeter that included Rochester, Watertown, Utica and Ithaca—a 70 mile radius.

WBTV (TV) Charlotte's ERP of 16.3 kw visual was increased March 9 to 50 kw visual. Charles H. Crutchfield, executive vice president and general manager of WBT and WBTV, said an investment of $125,000 was necessary for the present power step-up.

Mr. Crutchfield

The vhf Ch. 3 station will go to the maximum allowable power of 100 kw within about 60 days, as soon as the necessary antenna equipment arrives.

M. J. Minor, chief engineer, said the power increase to 50 kw will mean a noticeable improvement in picture quality in the station's fringe reception areas, about 75 to 125 miles from its Spencer Mountain transmitter.

**KEYS to St. Petersburg are given Dr. Allen B. DuMont (2d l), by Mayor Samuel G. Johnson. Present are Major George Robinson (l), manager, WSUN St. Petersburg, and E. C. Robinson (r), president of the Chamber of Commerce there. Dr. DuMont was cited for his pioneering work in television. Dr. DuMont spoke at a TV conference in Tampa.**

## WTAG Names Christal

DAYLONG presentation program Saturday preceded appointment by WTAG-AM-FM Worcester, Mass., of the Henry I. Christal Co. yesterday (Sunday) as national representatives. Henry I. Christal and Irvin Gross headed a group of 15 from the representative firm. WTAG executives included Herbert L. Krueger, vice president-general manager; Robert J. Brown, commercial manager; Richard L. Gravel, local sales manager; Bernard J. LaPlante, research and sales promotion; A. J. Brissette, program manager; Andrew C. Fuller, community service director; Prof. H. H. Newell, consulting engineer and E. A. Browning, chief engineer.

## WSDC Remote Studios

THREE-HOUR stage show marked opening of auxiliary studios for WSDC Marine City, Mich., on the mezzanine of the Jewel Theatre in nearby Mount Clemens. Show attracted a paid audience of 1,500 persons, with another theatre nearby opened to handle an overflow crown of 1,000.

## KTUL Dramatization

KTUL Tulsa alarmed several listeners during a "Brotherhood Week" contest among radio stations in that city when it redramatized via tape recording a 1947 tornado disaster which took place in the Woodward, Okla., area, and the station's part in covering the disaster, together with the "brotherhood" displayed by religious and other groups in aiding the tornado victims. A realistic bulletin aired by KTUL News Director Jack Morris, describing the extent of deaths, injuries and damages, startled a number of listeners who had tuned in late and did not know the bulletin was simulated.

Mr. Morris

## Chattanooga TV Workshop

SOUTHERN Television Inc., applicant for vhf Ch. 12 in Chattanooga, is releasing a brochure on conclusions reached at its TV workshop on "Television Programming in the Public Interest." Presented as a public service for all members of the community, the workshop featured speakers representing all television interests, and officers of Southern Television Inc.

**DISCUSSING the newly re-franchised Baltimore Colts in the National Professional Football League at a special meeting of the Baltimore Advertising Club are (l to r) John Surrick, vice president, WFBR Baltimore; Armand Grant, assistant general manager and director of sales for WAAM (TV) Baltimore; Jake Embry, sales manager, WITH Baltimore; Bert Bell, football league commissioner, and William McMillan, attorney for Baltimore football interests.**

## Spot Rate Estimator

NEW, revised edition of Free & Peters' "TV Spot Rate Estimator," which through dial turnings will show accurate gross cost estimate for almost any TV spot situation, now is being distributed nationally to advertisers and agencies. Lloyd Griffin, F & P vice president in charge of TV, in announcing the new edition of the estimator, pointed out that it shows a 35% rise in TV homes in 62 established markets during the past year, whereas TV spot advertising costs in those markets have risen only 15%.



XUM

ARCHITECTS: VOORHEES, WALKER, FOLEY AND SMITH, NEW YORK; CONTRACTORS: BRYANT AND DETWILER, DETROIT; STEEL FABRICATED AND ERECTED BY WHITEHEAD & KALES COMPANY, DETROIT

**SPIDER WEB OF STEEL**—The picture above would make a good subject for a guessing game. What does it show? . . . Gargantuan umbrella? . . . Ferris wheel? . . . The fact is, those arms you see that radiate like spokes are large Bethlehem steel beams, tied together by smaller Bethlehem beams forming concentric rings. The entire structure is the framework for a 100-foot-diameter dome covering a portion of the Ford Motor Company's new engineering building, under construction at Dearborn, Michigan. This unusual example of steel construction has many elements of interest. Most significant is the way it illustrates the adaptability of steel, how well steel lends itself to the solution of so many problems in construction and design.

**BETHLEHEM STEEL**

BETHLEHEM STEEL

# ANA MEET STARTS WEDNESDAY; AGENDA INCLUDES TV SESSION

**Television will be a major topic at the three-day session, which will bring together national advertisers and speaker-experts from all advertising branches. Network speakers are Frank Stanton, CBS president, and Frank White, NBC president.**

TELEVISION is being given a session all to itself at the 44th spring meeting of the Assn. of National Advertisers to be held Wednesday through Friday at the Homestead, Hot Springs, Va. [AT DEADLINE, March 9].

Friday afternoon TV session will open with two off-the-record talks given by network presidents: Frank Stanton of CBS will talk about television's cost to the advertiser and its contribution to the sponsor; Frank White of NBC will discuss the joint responsibility of the advertiser with the broadcaster for TV programming. This part of the meeting will be open only to ANA members and invited advertiser guests.

Commercials will be discussed in the second and open part of the Friday afternoon session. Arthur Bellaire, head of radio and TV commercial copy for BBDO, will discuss the problem of reducing costs of TV commercials while increasing their impact. He will cite specific successful accomplishments.

George Nelson, Nelson Ideas, Schenectady, N. Y., will concentrate on one type of broadcast commercial—the jingle. He will illustrate his talk with examples of jingles which have sold goods when used on radio and TV. E. W. Ebel, director of advertising, General Foods Corp., and chairman of the ANA radio and TV steering committee, will preside over the session.

### Session on Management

The spring meeting will get under way Wednesday morning with a session on the improvement of advertising management leading to greater company profit.

George B. Park, manager of advertising and sales promotion of General Electric Co.'s marketing services division, will serve as chairman for this session, which will include talks by Dr. Richard G. Gettell, chief economist of Time Inc., on "The Economics Inherent in the 1953 Marketing and Advertising Picture"; Marvin Bower, partner, McKinsey & Co., management consultant, on "Advertising Organization and Approach for Today's Competitive Markets;" Mr. Park on "How the GE Management Has Positioned Advertising to Gain the Greatest Benefit from Its Resources and Skills;" Robert J. Keith, vice president, Pillsbury Mills, on "A Practical Idea to Help Coordinate Advertising and Other Management Functions;" Charles L. Whittier, vice president (retired), Young & Rubicam, on "Organization Alone Won't Do the Trick—Advertising Needs That Creative Spark."

New frontiers for advertising will be discussed at the Wednesday afternoon session, to be chairmanned by George J. Abrams, advertising manager, Block Drug Co.

During this session, Richard D. Crisp, director of marketing research, Tatham-Laird Inc., will describe a new way to screen advertisements to secure the greatest impact; Dr. Joel Dean, Joel Dean Assoc., will discuss right and wrong ways for arriving at an advertising budget; Mrs. Lucille Goold, vice president, Hewitt, Ogilvy, Benson & Mather, will talk about (and from) the woman's point of view; Dr. Ernest Dichter, president, Institute for Research in Mass Motivations, will ask "Is your advertising talking yesterday's language?"

Case histories of successful campaigns will be given Thursday morning: Minute Rice by H. M. Cleaves, marketing manager of associated products for General Foods Corp.; Estate Stoves by L. W. Selmeier, director of advertising and sales promotion, RCA Estate Appliance Co.; Blensol by Jack Dowd, president, Dowd, Redfield & Johnstone; Miller High-Life Beer by Vernon S. Mullen Jr., advertising manager, Miller Brewing Co.; "Order-matic" selling of socks by George Guglielmone, vice president, Esquire Socks; pre-planning industrial advertising by J. Stanford Smith, advertising and sales promotion manager, GE apparatus sales division. George Oliva, director of advertising, National Biscuit Co., and Carl J. Smith, assistant manager, advertising and sales promotion, Shell Oil Co., will be co-chairmen at this session.

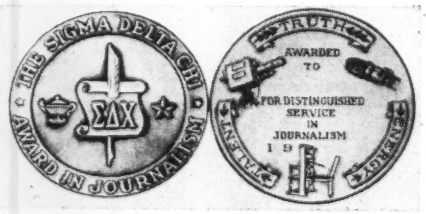
Three off-the-record topical sessions are planned for Thursday afternoon, each with a moderator and a panel of ANA members to serve as leaders in the discussions. TV apparently is going to be the major topic discussed, as four of the nine topics suggested by ANA deal with this medium.

A two-part session is scheduled for Friday morning, which will open with a panel on the problem of increasing public confidence in all advertising. Second part will be on public relations advertising. C. E. W. Stevens, advertising manager, Lockheed Aircraft Corp., and T. V. Fetherston, assistant manager, general publicity department, Union Carbide & Carbon Co., will describe the use of advertising in employe relations. Seward T. Salvage, advertising manager, Timken Roller Bearing Co., will report on the use of advertising to present company views on local and national issues.

MBS will provide entertainment for the annual dinner on Thursday.

## NARTB Convention Additions

DAGE ELECTRONICS Corp., camera firm, will have an exhibit at NARTB convention in Los Angeles April 28-May 1, according to Arthur C. Stringer, manager of convention exposition [B•T, March 2]. AP also is planning reception facilities at the convention.




**SIGMA Delta Chi bronze medallion for Distinguished Service in Journalism, with new reverse design (r) by Victor E. Bluedorn, executive director, shows symbols of television, radio and the press, and the fraternity's watchwords, "Talent, Energy and Truth." Front side (l) is unaltered.**

# 50 STATIONS JOIN SRA SPOT CRUSADE

MORE than 50 radio stations signed as subscribers to the "Crusade for Spot Radio" [B•T, March 9, 2] by Wednesday, less than two weeks after the "Crusade" plan was announced by Station Representatives Assn., SRA reported.

In releasing the list of stations which will help finance the drive, SRA pointed up its plan for promotion of spot radio.

Stations which have joined include: WOOF Dothan, Ala.; WEAV WIRY Plattsburg, N. Y.; WMCA New York; WSPB Sarasota, Fla.; WDSU New Orleans; WCSC Charleston, S. C.; WGCM Gulfport, Miss.; WACO Waco Tex.; WSAV Savannah; WCAX Burlington, Vt.; KOEL Oelwein, Ia.; WDSM Superior, Wis.; WPTF Raleigh; WKLO Louisville; WTRC Elkhart, Ind.; WJNO West Palm Beach; WHIZ Zanesville, O.; WSTV Steubenville, O.; WKLA Ludington, Mich.; KUJ Walla Walla; WSAZ Huntington, W. Va.; WDBJ Roanoke; KMUS Muskogee, Okla; KWPC Muscatine, Ia.; WSYR WFBL Syracuse; WWDC Washington; WRAP Norfolk; WGBF WIKY Evansville, Ind.; WGBI Scranton; WQAM Miami; KIDO Boise; WLET Toccoa, Ga.; WBOW Terre Haute; WNAX Yankton; WKYB Paducah; KXOK St. Louis; WBNS WGBA Columbus, Ga.; KROS Clinton, Ia.; WTOL Toledo; KREM, KXLY Spokane; WFBR Baltimore; KRMG Tulsa; WIND Chicago; WCOA Pensacola; KLIX Twin Falls; WBNS Columbus, O.; KFJZ Fort Worth; WGAC Augusta, Ga.; WCMI Ashland, Ky.; KHMO Hannibal, Mo.

Reporting on station response to the Crusade at the SRA quarterly meeting Wednesday, John Blair, SRA president, told members they should be pleased with the requests from stations for information on how they can help. Many stations have offered to do all they can at the local level to contribute to national spot business, he said.

H. E. Cummings, radio station representative of Jacksonville, was elected to SRA membership. Members also voted to increase the number of directors from seven to eight and elected George E. Brett, vice president of The Katz Agency, as the new director.

## N.Y. Forum Calls Rate Cuts 'Bad Business and Ethics'

RATE CUTTING was decried as bad business and bad ethics by a panel speaking Thursday evening at a forum session of the Radio & Television Executives Society, New York.

Panel members agreed that, although under-the-table rate cuts are reprehensible, rate adjustments are inevitable in a changing competitive situation and all right as long as they are published and made available to all clients.

T. F. Flanagan, managing director, Station Representatives Assn., said the rate-cutting situation was created by networks, who gave in to advertiser pressure over protests of affiliates. "The ethics of stations in all matters is far better than that of the networks, which should be setting the standards," he declared.

Mary McKenna, timebuyer, pointed out that when one buyer is given a special deal, exaggerated rumors of it circulate rapidly, making it difficult for the station to sell to other advertisers at any price. Gordon Gray, vice president, Goodwill Stations (WJR Detroit, WGAR Cleveland), blamed rate cutting on inexperienced station owners. "It's hard to sit still and lose business," he said, "and some people just can't do it, but will take business at any price."

The advertiser could stop rate cutting any time he really wants to, according to Robert Reuschle, sales representative of WHUM-TV Reading. Rate cutting, "far more than television, is killing radio by discouraging timebuyers . . ."

# What did we do with Miss Hidden's money?

*Miss Elizabeth Hidden lives in Redlands, California, and is a Professor of Education at the University of Redlands.*

**1. In 1949** Miss Hidden bought 100 shares of Union Oil stock. Last year she invested in 30 more shares, bringing her total to 130, which is our shareowner's average. By these purchases, Miss Hidden became one of the millions of American capitalists who own stock in American corporations. What did we do with her money?

**2. Like the amounts** entrusted to us by our 40,301 other shareowners (half of whom are women), Miss Hidden's money has gone mainly into new "tools" for our business—things like drilling rigs, pipe lines, refinery equipment, and into our research laboratories and the work we do in developing new wells. All these things take money.

**3. Because** we put Miss Hidden's money to work in these productive ways, we were able, under the American system of free enterprise, to *earn something* with it. That is, we made a profit. Miss Hidden participated in this profit, along with our other shareowners. In 1952 she received dividends amounting to $260. She could sell her stock at any time, but chooses to remain a part owner of our business.

**4. This example** shows how most American industry is financed today. It also illustrates one of the great and fortunate facts of our economic system. In investing with us, Miss Hidden is of course considering her own personal interests. But at the same time she is helping in the vital development of U. S. oil resources, the expansion of refining facilities, the making of new jobs, the increase of worker income, and the creation of more and better petroleum products for everyone. She is contributing to a higher standard of living and to a stronger America.

**UNION OIL COMPANY**
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

# ABC LINES UP NEW BUSINESS; WORKS ON ADDITIONAL PLANS

**ABC, showing new business spark because of its merger with UPT, signs Pepperell for Coronation coverage; sells WABC show to Knickerbocker; prepares "ABC Album" series; picks up Hickman show, and continues quest for more talent. Physical plant grows and more affiliates join.**

REJUVENATED ABC was bustling last week with both plans and new business:

• Although details remained to be worked out, the network lined up a sponsor for at least its radio coverage of Queen Elizabeth's Coronation June 2—Pepperell Mfg. Co. (sheets and fabrics).

• What was described by ABC spokesmen as the largest amount of local time ever sold to a single TV sponsor was sold by ABC's New York key television outlet, WABC-TV, 11 p.m. to midnight—Monday through Friday—to Knickerbocker beer.

• Even before the Knickerbocker-WABC-TV contract, which was reported unofficially to approximate $750,000 a year, officials announced that during the month since the merger of ABC and United Paramount Theatres, $4.5 million in business had been placed on the network's owned and operated radio and TV stations—high mark for any month in the network's history.

• Details of ABC-TV's ambitious *ABC Album* dramatic series [B•T, March 9] were being set, and plans were afoot for the launching of a comparable radio series, both to start in April.

### Construction Underway

• Construction was underway on new ABC executive quarters on the fourth floor at 7 W. 66th St. in New York, with completion slated by the end of this month, while preparations were being made for remodeling the former Eagles Bldg. in San Francisco, in a project expected to cost at least $1 million and tentatively due for completion early in 1954, to house all ABC San Francisco operations.

• Expansion of network facilities continued, with announcement of two new radio affiliates, effective next month, bringing the radio total to 363 stations. ABC-TV affiliates' total, expanded by the addition of 14 stations a fortnight ago [B•T, March 2], stands at 95.

• AB-PT President Leonard H. Goldenson, ABC President Robert E. Kintner, Executive Vice President Robert H. O'Brien, Programs and Talent Vice President Robert M. Weitman, and Engineering and General Services Vice President Frank Marx were set to leave New York on Thursday (March 19) on an "extended" trip to the West Coast in quest of new talent and to inspect ABC facilities, and, for new officials to get acquainted with employes in Chicago, San Francisco, and Los Angeles.

• In the TV network new business line, ABC picked up General Cigar Co.'s *Herman Hickman Show*, currently seen on NBC-TV on Friday nights. Show will move to ABC-TV and be seen Sundays at 6:30-45 p.m. EST, effective March 29.

Details of the contract for Pepperell sponsorship of ABC radio's coverage of the Coronation in London were not complete on the number of hours to be provided, but it was thought that coverage would start about 5:30 a.m. on June 2, day of the Coronation. Benton & Bowles, New York, is the Pepperell agency.

The projected Knickerbocker late-evening show on WABC-TV will be a "star studded" series, officials said. Although the identities of its stars were not officially announced, it was understood they would include Jimmy Blaine, Ray Malone and Betty Anne Grove, plus two guest stars each night. Plans for the program were announced by Slocum Chapin, ABC vice president for owned stations and general manager of WABC-TV, after the contract was signed by President Kintner of ABC, and Trevor Adams, WABC manager; Frederick M. Linder, president of Jacob Ruppert Brewery (Knickerbocker beer), and Milton Biow, chairman of the Biow Co., agency for Knickerbocker.

Of the approximately $4.5 million in sales by ABC's owned radio and TV stations during the month between Feb. 9 and March 9, "the greatest volume . . . can be attributed directly to the strengthened position of the ABC radio and TV networks as a result of" the ABC-UPT merger, Ted Oberfelder, vice president in charge of owned radio stations, and TV Owned Stations Vice President Chapin announced jointly. Merger was effective Feb. 9.

The $4.5 million consisted of around $1,250,000 in national spot business placed on the owned radio stations (WABC New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco) and $3,250,000 placed on the owned TV outlets (WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, KGO-TV San Francisco), Messrs. Oberfelder and Chapin reported.

The new *ABC Album* TV series is scheduled to be seen Sundays at 7:30-8 p.m. EST, starting April 12.

Each of the half-hour shows, it was said, might be used as the basis of a series in itself.

Authorities said *Album* would offer the viewer "a taste" of all types of drama and other entertainment that the network regards as attractive to the public, without relying on contrived situations or concentrating on one or two themes.

They cited the *Album* plans as being in line with the network's programming objective of developing a variety of program types, to provide a wider scope of appeal for both advertisers and the public. The signing of George Jessel for his exclusive radio and TV services as a producer and a performer [B•T, March 9] was described as another important move in this direction as the network undertakes to achieve competitive status alongside other radio-TV networks.

Stage and screen actor Donald Cook will serve as m.c. for the entire *Album* series, production costs of which were placed at $12,000 to $18,000 per show.

The opening program, on April 12, will feature actor Paul Douglas in *Justice*, based on case histories in the files of the legal aid society, while the second will present child actor Brandon de Wilde in *Jamie*, the story of an orphan. Stars slated for appearance in later productions include Alan Mowbray, Allen Jenkins, Walter Slezak, and others.

The *Album* shows will originate from New York and Hollywood, some live and some specially filmed. Herb Brodkin will be executive producer for the series, while Hollywood production will be under the supervision of Cecil Barker, ABC program production manager for the Western Div.

Details of a radio counterpart to *Album*, to be known as *ABC Caravan*, still are being developed. It, too, will be a half-hour show and is scheduled for Friday nights, probably starting April 17.

### New Offices

In the construction field, new offices for ABC's top executives—currently in the RCA Bldg.—are slated for completion by March 31. They comprise the fourth floor of the ABC quarters at 7 W. 66th St., New York, which also consists of main, mezzanine, second, third and fifth floors and penthouse.

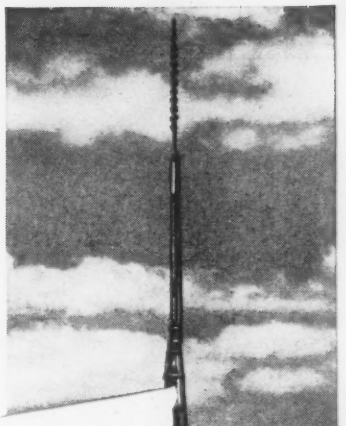
The Eagles Bldg. in San Francisco, where ABC operations in that area ultimately will be consolidated, is described as excellently designed for radio-TV use, consisting of four stories with mezzanine and having a main-floor auditorium to be used as a TV audience studio.

The new radio affiliates announced by the network last week are WAPO Chattanooga, a 5 kw daytime and 1 kw nighttime outlet on 1150 kc, which effective April 7 will replace WDEF in the ABC lineup, WDEF switching to NBC; and WHKP Hendersonville, N. C., a 250 w station on 1450 kc, which will be added to the ABC network effective April 1.

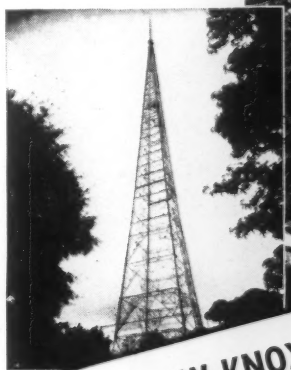
WAPO is owned by WAPO Broadcasting Service, with R. G. Patterson as general manager. WHKP is owned by Radio Hendersonville Inc., with Kermit Edney as manager.

**ABC RADIO Stations Advisory Committee, meeting in New York Feb. 27 for the first time following ABC-United Paramount Theatres merger, included (l to r): Seated, Robert E. Kintner, ABC president; Roger W. Clipp, WFIL Philadelphia; Leonard H. Goldenson, AB-PT president; Harold V. Hough, WBAP Fort Worth; Edward J. Noble, AB-PT finance committee chairman; standing, Robert M. Weitman, programming and talent vice president; Robert H. O'Brien, executive vice president; Robert H. Hinckley, vice president in charge of the Washington office, Frank Carman, KUTA Salt Lake City; T. B. Lanford, KRMD Shreveport; Verl Bratton, WKTY La Crosse, Wis.; A. D. Willard Jr., WGAC Augusta, Ga.; J. P. Williams, WING Dayton, and Charles T. Ayres, ABC radio network vice president.**

# Designs Unlimited



WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



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# NBC RAISES RATES ON TV PRODUCTION

**Network's TV rate card revision for production facilities and services, effective March 28, includes separate rates for cameras, studio theatre usage.**

A REVISION of its rate card for TV network production facilities and services, establishing a new format for such charges and boosting some of them, was announced by NBC last week, effective March 28.

Officials emphasized that it was the first such increase in 31 months as compared to "periodical" increases by some TV networks; that no increase is being made for certain facilities, and that the charges being raised still will be competitive with those of other networks. Further, they said, the increases largely are in areas over which the sponsor "has control"—and they urged advertisers to take advantage of this "control" by pre-planning with network authorities to cut down production costs.

Increases stemming from recent pay boosts for the National Assn. of Broadcast Engineers & Technicians and certain other price rises will become effective March 28 for all advertisers. Others will be applicable March 28 to new advertisers, with sponsors on the air as of that date getting the customary six months' protection.

Unveiled by William V. Sargent, assistant comptroller for the networks, and Edward Stegemand, program and production financial manager, the new card features separate rates for cameras and studio theatre usage.

Standard and premium rates—the latter applicable for camera usage prior to the eight-hour period before the end of a show—are set up for one, two, three and four-camera usage respectively. These gross hourly rates range from $275 standard or $300 premium for one camera to $425 or $470 for four. These include cameras, booms, technical director, technicians, monitors, and stagehands, the crew size being based on the number of cameras involved.

### Changes in Per-Day Basis

Studio-theatre charges are on a per-day basis and range from $300 for Studio 6B to $1,350 for Center Theatre, both in New York. These rates, which are in addition to the regular hourly camera or dry usage charges, include two additional stagehands in four theatres, and for all theatres, as required and available, "normal use of the marquee, two additional monitors, big screen projector, one Dynabeam, page boy service, normal ticket printing and distribution, and public address system technician."

Dry-usage rates for the studio theatres range from $125 to $240 gross per hour, while the rate for all other studios is $100 gross per hour. These rates include use of studio and three stagehands, and, if required, services of floor manager and associate director for the period of usage. Breaktime in camera and dry usage will be charged at the rate of $100 gross per hour.

The NBC films studio rate will be $150 gross per hour, with a $75 minimum.

Among other services and facilities specified in the card, the gross charge for use of a mobile unit will be $1,250 per eight-hour day, portal to portal. This will include a maximum of three cameras, seven microphones, nine technicians, and one hour of camera usage at the point of origination. Additional hours of camera usage will be at $385 gross per hour.

**SEQUENCES from new 20th Century-Fox motion pictures, will be telecast on Ed Sullivan's *Toast of the Town* on CBS-TV [B•T, March 9]. Two-year contract for the feature, also providing for guest appearances of the movie studio's star players, is signed by Charles Einfeld, (l), a vice president of 20th Century-Fox and Mr. Sullivan.**

## 'Toast' Signs With MGM For TV Movie Releases

GROWING trend toward cooperation between motion picture and TV industries was apparent last week with announcement that CBS-TV's *Toast of the Town* and MGM have signed an agreement for a series of "miniature world premieres" of the film company's pictures as a regular feature of the Sunday night TV show.

A similar agreement was announced two weeks ago between *Toast of the Town* and 20th Century-Fox Film Corp. [B•T, March 9]. This move was considered a significant breakdown of a policy among larger motion picture companies against showing their films in any form on television.

## AT&T to Add 1,200 Miles

NEW television circuits will be provided with the addition of 1,200 miles to present microwave radio relay networks in the Midwest, AT&T's Long Lines Dept. announced last Wednesday.

The projects involve Chicago-St. Louis links, scheduled for completion this fall, a 423-mile radio relay network extension, linking Chicago, Milwaukee and Minneapolis, and completion of a route joining Pittsburgh and St. Louis via Indianapolis and Terre Haute.

## Winckler Named at CBS-TV

E. CARLTON WINCKLER, production manager in the CBS-TV operations dept., last week was named production manager of the program dept. of the network, effective immediately.

## Savage to NBC Film Post

APPOINTMENT of David Savage, manager of WCBS-TV New York's film department, as manager of film procurement for NBC starting tomorrow (Tuesday), was announced last week by Robert W. Sarnoff, vice president in charge of NBC's film division. In his new post, Mr. Savage will report to Carl Stanton, director of the NBC film division.

# NETWORKS READY FOR ATOM TESTS

RADIO and television networks were winding up preparations last week for coverage of the atomic explosion test to be conducted at Yucca Flat, Nev., tomorrow (Tuesday) by the Atomic Energy Commission and the Federal Civil Defense Administration.

Through cooperation of the broadcasting industry and the Advertising Council, radio and TV coverage was arranged to alert citizens to the need for stepping up civil defense activities and to appeal to all Americans to donate blood for civilian emergency stockpiles.

Extensive preparations have been made by ABC-AM-TV, CBS-AM-TV, NBC-AM-TV and Mutual to describe the blast, and the effects of heat and radiation. Coverage will encompass activities preceding and following the explosion, including on-the-spot word and picture description of damages eight hours after the blast.

Time-table for the coverage on radio and TV networks tomorrow includes a description of the actual explosion at about 8:20 a.m., an appraisal of the damage at 4:30 p.m. and reports of the event later that night.

Live TV coverage of the atomic blast will be made by pooled facilities of the networks and stations in cooperation with the Council. NBC master control in Hollywood will be the point where radio and TV reports from Yucca Flat will be disseminated to all networks.

Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, also carrying the telecast, directed installation of technical facilities and set up the relay system, similar to that which he set up for last year's coverage of atomic tests.

The entire project, dubbed "Operation Doorstep," consists of three major phases with coverage by three pool telecasts and one pool radio broadcast. The first telecast on preparations was to be broadcast yesterday (Sunday), 2-2:30 p.m. EST, with Morgan Beatty of NBC and Bob Trout of CBS at the microphone. Phase two will be a report on the actual explosion and will be carried tomorrow at 8-8:30 a.m. EST with Morgan Beatty and Walter Cronkite of CBS providing the description. Mr. Beatty and Mr. Cronkite will report phase three of "Operation Doorstep"—a commentary of after-effects—on Tuesday 4:45-5 p.m. Radio coverage of the blast will be handled by Charles Collingwood of CBS and Bob Garred of ABC. Individual radio networks may use the single land line to Yucca allotted for radio except during the 8-8:30 a.m. pool broadcast.

DuMont plans to use filmed coverage of the blast on various network news programs, starting tomorrow night.

## AB-PT Pays First Dividend

FIRST dividend on the new AB-PT stock—14½ cents per share on outstanding preferred and 25 cents per share on outstanding common—was announced last Wednesday by President Leonard H. Goldenson. The dividends are payable April 20 to holders of record March 27.

Mr. Goldenson explained the 14½ cents declared payable on the preferred stock is the pro rata portion of the regular 5% $20 par preferred, because of the consummation of the merger of ABC and United Paramount Theatres into AB-PT on Feb. 9.

The AB-PT president also announced the company has arranged for the Bank of New York to buy and sell scrip certificates for fractional shares as agent for the stockholders. The company will pay the costs of the bank's services, which will be available until June 30 to stockholders wishing to sell their scrip or to round it out into full shares.

# CBS ARRANGES FOR MORE LOANS

COLUMBIA Broadcasting System last month arranged for loans of as much as $25 million from two insurance companies—Prudential Insurance Co. of America and Metropolitan Life Insurance Co.—and made first use of this borrowing power by making an immediate loan of $5 million.

CBS also last month revamped its employment agreement with Frank Stanton, to extend his tenure as president for an additional five years, or until Dec. 31, 1963.

Both transactions were revealed last week in a required form filed with the Securities and Exchange Commission by CBS, which had not previously announced the moves.

New loans, when and if fully utilized by CBS, will double the corporation's outstanding indebtedness to the two insurance companies, to whom CBS now owes $25 million. This money was borrowed under three individual loan agreements.

On Jan. 20, 1949, CBS borrowed $5 million from Prudential at 3½% interest, the loan to mature Jan. 15, 1964.

Two years later, April 20, 1951, just prior to the network's entry into the tube and receiver manufacturing business through the acquisition of Hytron Radio & Electronics Corp. and its set-making subsidiary, Air King Products Co. (renamed CBS-Columbia Inc.), CBS borrowed $15 million, $10 million from Prudential and $5 million from Metropolitan, both at 3½%. These loans mature Jan. 15, 1971.

At the end of that year—Dec. 27, 1951—another $5 million was borrowed, $3.5 million from Prudential and $1.5 million from Metropolitan, at 3⅜% interest.

These loans, still outstanding, bring the total CBS indebtedness to these two companies to $25 million. The new agreement, effective Feb. 4, 1953, empowers the network, manufacturing and recording corporation to double this indebtedness with additional loans at 4¼% to mature Jan. 15, 1973. As in the previous loans, CBS will issue promissory notes for the amounts borrowed.

### Terms of Agreement

New agreement calls for the $25 million total to be divided between the two lending companies on a 68/32 basis—$17 million from Prudential and $8 million from Metropolitan—with individual loans to be made in the same ratio. First loan under the new contract, $5 million borrowed Feb. 4, was divided $3.4 million from Prudential and $1.6 million from Metropolitan.

Notes issued by CBS under this latest agreement are subject to repayments of $1,650,000 annually, beginning Jan. 15, 1959, and on Jan. 15 each year thereafter until paid.

Employment agreement of Mr. Stanton with CBS, entered into April 18, 1949, called for his full-time services as "a senior executive" until Dec. 31, 1958, with Dec. 31, 1953, the earliest date on which CBS could terminate the employment period, and for part-time services as an advisor and consultant for the next ten years, or until Dec. 31, 1968. Mr. Stanton's base salary during his full-time service period was set at $100,000 a year, plus bonuses. His salary as a consultant was to be $25,000 a year for the ten-year period.

As amended by the modification agreed on Feb. 10, 1953, Mr. Stanton will continue his full-time services for CBS until Dec. 31, 1963. The date on which CBS may terminate the employment period was concurrently postponed for three years, or until Dec. 31, 1956. Mr. Stanton's consultive period, under the modified contract, will run from Jan. 1, 1964, to Dec. 31, 1973.

CBS, in consideration of Mr. Stanton's acceptance of the increased term of service as a top executive, has granted him an option to purchase 33,000 shares of class A stock, $2.50 par value, for $38.25 a share. This is 95.6% of $40, closing price of the stock on Feb. 10.

New agreement also changes Mr. Stanton's compensation during his period as advisor and consultant to CBS from the $25,000 a year originally stipulated to "50% of his basic compensation (exclusive of bonus) during the last year of the term of employment, adjusted for changes in the 'consumers' price index for moderate income families in large cities, published by the Bureau of Labor Statistics, Dept. of Labor." Unless his base pay is changed, this would mean a fee of $50,000, more or less according to the price index, per year.

These changes in compensation, the agreement states, "Columbia is willing to make" in order to "obtain the additional services of Mr. Stanton and in order to provide additional incentives for him . . . affording him an opportunity to acquire a substantial proprietary interest in Columbia."

## ABC-TV Promotes Smith

PROMOTION of Stanley Smith, account executive at ABC-TV since May 1950, to eastern sales manager of the television network was announced last week by Charles Abry, national sales manager of ABC-TV.

Mr. Abry held that post until he was appointed to his present position.

## Godfrey Surgery to Interrupt Heavy Radio-TV Schedule

CBS President Frank Stanton announced Thursday that Arthur Godfrey—currently on CBS Radio for some nine hours a week and on CBS-TV for five and a half, and who, it has been estimated, represents some $15 million in annual billings to CBS—decided to undergo surgery which will keep him off his programs for some time.

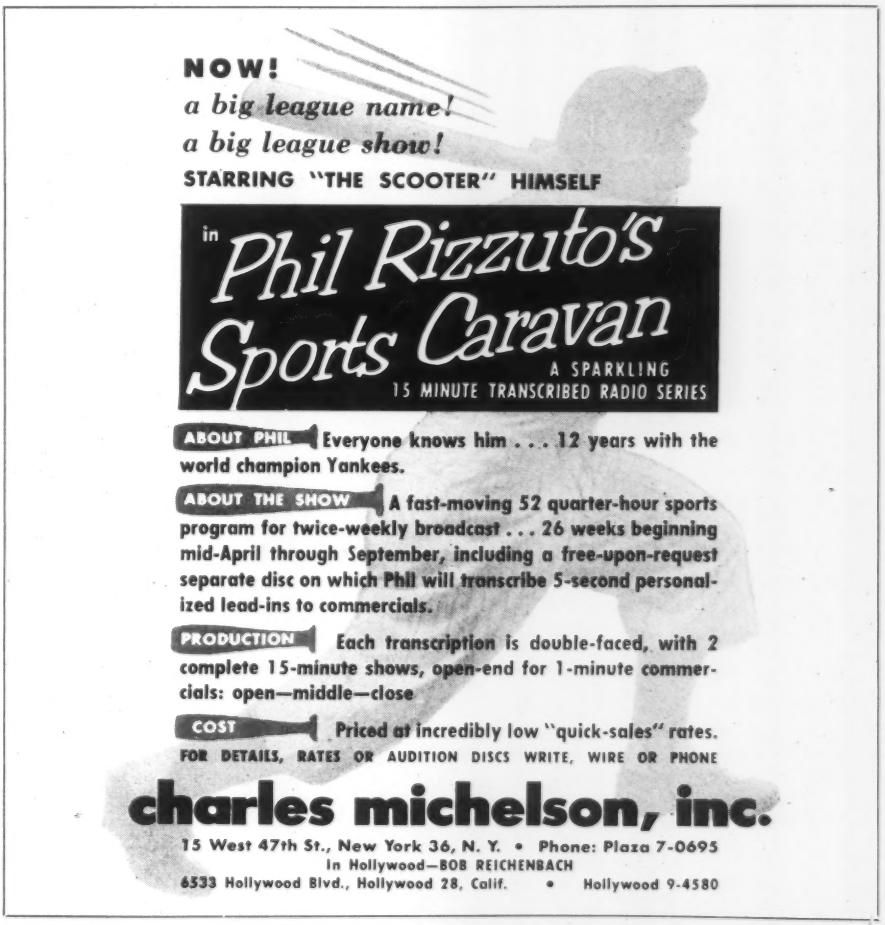
Surgery is designed to rectify a hip injury which Mr. Godfrey received in a near-fatal automobile accident some 20 years ago and which left him with a slightly discernible limp.

Starting about May 4, the announcement said, Mr. Godfrey will be absent from his 90-minute Monday-through-Friday daytime shows for around six weeks. He will be away from the evening shows—*Arthur Godfrey and His Talent Scouts*, a half-hour simulcast on Monday, and *Arthur Godfrey and His Friends*, an hour-long telecast on Wednesdays—for the months of May through August. His two half-hour Sunday afternoon shows, both of which consist of taped excerpts from his other programs, will continue.

Robert Q. Lewis will substitute on the morning shows, Garry Moore on *Talent Scouts*, and guest stars on *Godfrey and Friends*.

## Heads N.Y. ARC Radio-TV

ABC President Robert E. Kintner will head the radio-TV committee of the 1953 American Red Cross fund raising campaign in New York, Sigurd S. Larmon, president, Young & Rubicam, and campaign chairman for advertising, publishing, and entertainment fields, announced.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a big league name!
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STARRING "THE SCOOTER" HIMSELF
in Phil Rizzuto's Sports Caravan
A SPARKLING
15 MINUTE TRANSCRIBED RADIO SERIES
ABOUT PHIL Everyone knows him . . . 12 years with the world champion Yankees.
ABOUT THE SHOW A fast-moving 52 quarter-hour sports program for twice-weekly broadcast . . . 26 weeks beginning mid-April through September, including a free-upon-request separate disc on which Phil will transcribe 5-second personalized lead-ins to commercials.
PRODUCTION Each transcription is double-faced, with 2 complete 15-minute shows, open-end for 1-minute commercials: open—middle—close
COST Priced at incredibly low "quick-sales" rates.
FOR DETAILS, RATES OR AUDITION DISCS WRITE, WIRE OR PHONE
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## MANUFACTURING

### New Products Feature Electronics Parts Show

A MULTI-MILLION dollar exhibition of electronic component parts and equipment is expected to draw a record attendance of parts distributors at the 1953 Electronic Parts Show at the Conrad Hilton in Chicago May 18-21.

Show is co-sponsored by Radio-Television Mfrs. Assn., Assn. of Electronic Parts and Equipment Mfrs., the National Electronic Distributors Assn., West Coast Electronic Mfrs. Assn. and the Eastern Division of the Sales Managers Club.

Sessions will be held at Exhibition Hall, with fifth and sixth floors devoted to displays. New products associated with uhf, transistors, new techniques in tape recording and converters will be shown.

Plans are being made for seminar programs to supplement the displays and exhibits. According to Kenneth C. Prince, manager of the show, some 203 booths and 177 display rooms have been set aside for the show. Programs for management and sales personnel are planned the morning of May 20.

### ATI Advertises 3-D TV

VIRTUES of a three-dimensional television system devised by American Television Inc. were advertised in Chicago newspapers last week. Public was invited to attend demonstrations.

The manufacturing firm, of which U. A. Sanabria is president, plans to petition FCC for permission to demonstrate its 3-D system this month and withhold further decisions on color TV standards pending development of the third-dimensional device [B•T, March 9].

M. L. Gunzberg, president of Natural Vision Corp., Los Angeles, which produced "Bwana Devil" as the first feature movie film using 3-D, predicted a TV set attachment could bring another dimension to home viewers at a cost between $15 and $25. He said televiewers could either use polaroid glasses, with which "Bwana Devil" moviegoers are now equipped, or install a special screen on the face of the TV screen.

### Raytheon Dividends

RAYTHEON MFG. Co., Waltham, Mass., has declared a quarterly dividend of 60 cents per share on the $2.40 cumulative preferred stock, payable April 1 to stockholders of record at the close of business March 15.

### AT&T Asks New Radio Relay

PLANS for construction of a new radio-relay route, filed with the FCC by AT&T, cover a microwave system between Atlanta and Jacksonville, paralleling existing coaxial cable and open-wire connections between the two cities. Original use of the microwave system would be to furnish 300 additional telephone circuits, but when fully-developed it would be able to carry several TV programs and many more phone conversations, AT&T said.

### Manufacturers Meeting

ELECTRONIC manufacturers holding government contracts will meet Sunday, March 22, at the Roosevelt Hotel, New York, under sponsorship of the Technical Products Div. of Radio-Television Mfrs. Assn. The session is expected to draw engineers and executives who will be attending the March 23-26 convention of Institute of Radio Engineers. C. W. Miller, Westinghouse Electric Corp., is chairman of the division, and James D. McLean, Philco Corp., is chairman of the arrangements committee.

### Equipment Employment Rise

UNBROKEN upward trend in communication equipment industry employment is shown in a summary released by the Bureau of Employment Security, Dept. of Labor. In December 1952, 338 communication equipment establishments reported aggregate employment of 471,700 individuals, an alltime peak for the industry and a gain of 21.2% in a year. The radio-TV segment of the industry led the employment advance.

### DuMont Opens Tube Plant

NEW PLANT for the manufacture of cathode ray instruments for industrial and defense use was to be opened by Allen B. DuMont Labs. the middle of this month, Stanley F. Patten, vice president, announced last Monday.

### 45 rpm Record Holder

RECORD-GARD, a wooden rack which will hold 150 45 rpm phonograph records, now is available for $2.50 postpaid by Gardner Lab., 4723 Elm St., Bethesda 14, Md., Paul N. Gardner, president, said last week.

**UFH SEMINAR sponsored by WNAO-AM-TV Raleigh, N. C., March 4 was attended by (l to r): E. C. Toms, Graybar Electric Co.; FCC Comr. George E. Sterling, speaker; Tom White, Avery-Knodel; Dwight Doty (seated), attorney; Charles Stone, assistant to WNAO-AM-FM-TV President John W. English (not shown), and Sam Dodd, WNAO general manager.**

## PERSONNEL RELATIONS

### WJBK-AFTRA Locked; Staff Replaces Freelancers in Work

WJBK-AM-FM-TV Detroit operated last week with staff personnel handling a number of assignments usually taken by freelancers as the result of an AFTRA boycott that went into effect March 9.

The stations and AFTRA both have filed unfair labor practice charges. The station contends AFTRA tried to force use of union personnel as regular employes. WJBK's staff employes are not represented by AFTRA. The boycott affects only freelancers, who are not station employes.

AFTRA claims WJBK failed to negotiate in good faith. Ernest Winstanley, president of the Detroit local, said, in announcing the strike, "The union regrets that it has been forced to take the above final action, but the station's obstinate refusal to accord the union a contractual clause, which every other employer of AFTRA members in this community has found non-objectionable and proper, leaves the union with no alternative."

#### WKBW Battles NABET

In another labor controversy, WKBW Buffalo has been engaged in a running battle with NABET over use of combination men. Recently NABET sent notices to top federal agencies, including FCC, and to Congress and White House, making strike-breaking charges against FCC and the station, it is understood.

Though NABET went on strike at WKBW Feb. 3, the station says it has had no difficulty operating and lost only two hours air time at the time of the strike. The WKBW-NABET contract expired Jan. 31 and has not been renewed. FCC's field office granted WKBW a 15-day permit to use lower grade operators, starting Feb. 16, and renewed the order for 60 days. After NABET charged that FCC was serving as a strike-breaker, the field office cancelled the grant March 5, giving 24 hours notice. WKBW issued this statement:

Due to the walkout of WKBW engineers Feb. 3, without notice, no contract exists between WKBW and NABET engineers. WKBW sought and received permission from the FCC for the use of third class operators during the period of hiring replacement engineers. Now that the emergency is over, WKBW will continue to operate in the public interest without cessation in broadcasting and the regular broadcasing schedule will be followed using first class operators.

#### Resuming Service

WKBW announced last week that it is resuming its 24-hour program service starting today (Monday). Programming will be built around Frank Ward, all-night disc jockey. The 24-hour schedule had been dropped two years ago.

### Nelson Heads AFTRA in West

FRANK NELSON, national vice president of American Federation of Television-Radio Artists, has been elected president of AFTRA's West Coast Chapter.

Tyler McVey, Don Wilson, Lee Hogan and Harry Stanton are West Coast first, second, third and fourth vice presidents, respectively. Stanley Farrar was elected treasurer, and Robert Stevens, recording secretary.

## IN PUBLIC SERVICE

### WWRL Gives 7,000 Spots

TOTAL of 7,000 public service announcements have been broadcast by WWRL Woodside, L. I., during the past six months on behalf of more than 10 national service organizations, Program Manager Fred Barr reported last week. Groups sharing in the campaign included the March of Dimes, Veterans Administration, American Red Cross, Treasury Dept., Heart Fund and the Armed Forces.

### WSTV Appeals Aid Youth

WSTV Steubenville, Ohio, sparked a drive for funds to defray medical expenses for a grade school student who had been suffering from a rare disease for 10 months and whose parents had run out of funds for treatments. WSTV news reporter Scott MacMurray aired the appeal exclusively on his news broadcasts and in a few hours, a collection brigade, assisted by the station's broadcasts, received pledges of $800 to $1,000.

### Saturation Appeals

SATURATION appeals in behalf of flood victims in Holland and Belgium from early morning throughout the night on WBPZ Lock Haven, Pa., brought in five tons of clothing, bedding, shoes and other much-needed items from the town of 11,000. Only radio—the 30-second spot saturation on WBPZ—was used to publicize the appeal.

### WBYS Aids Police

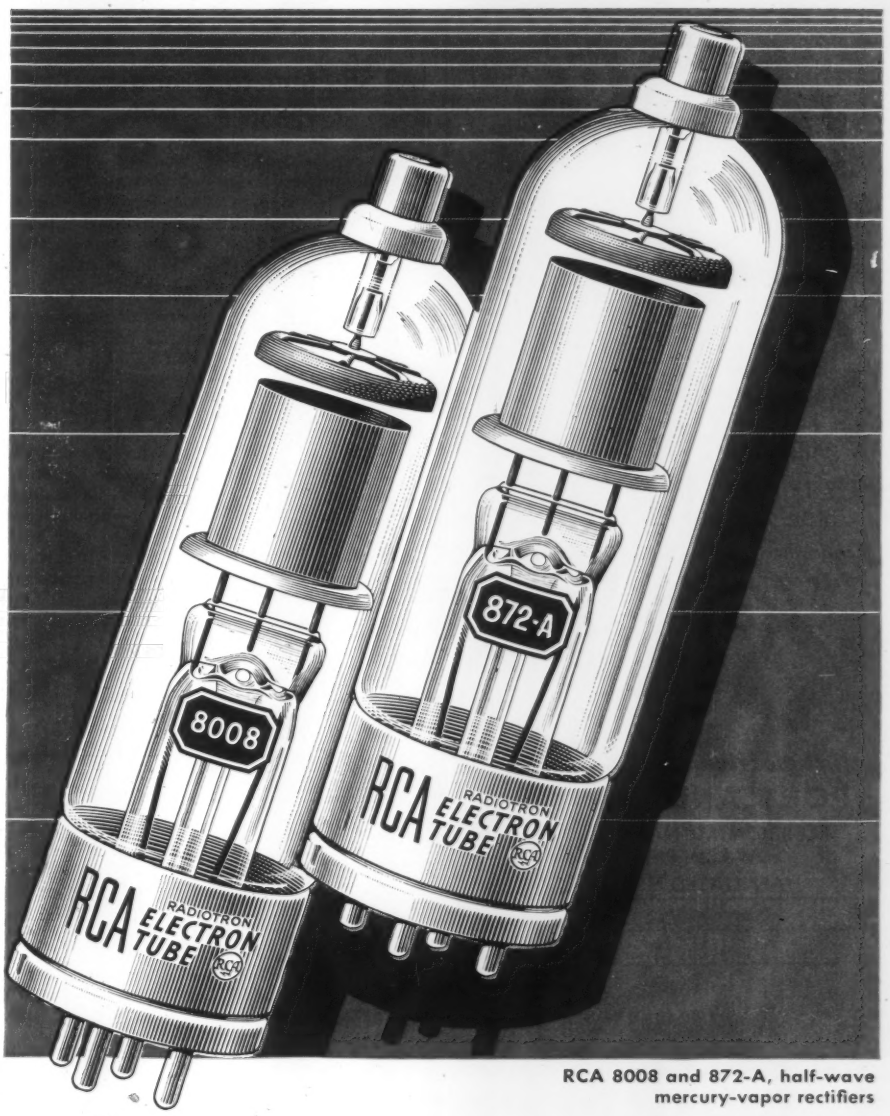
BAD CHECK artist suspect was apprehended in Canton, Ill., when a local grocer heard on WBYS that city a warning from police that a man was cashing fraudulent checks in the area. The grocer, who heard the WBYS broadcast just after he had cashed a check for a stranger, instructed a clerk to follow the man. Police who arrested the stranger found on his person blank checks from banks in other Illinois cities, according to Dale S. Phares, WBYS vice president and general manager.

### Scouts Take Over at KGO

MAIN EVENT at KGO-AM-TV San Francisco during its observance of Boy Scout Week was "management" of the outlets by four Eagle Scouts. The station gave the scouts an opportunity to handle problems of Vincent Francis, KGO-TV manager; Paul Scheinder, KGO station manager; Vic Reed, manager of news and special events for the stations, and Bloyce Wright, KGO-TV program manager. After a tour and a luncheon with broadcast officials, the youths spent the afternoon in their various executive capacities, and appeared on shows telling of their experiences.

### Mayor Sweeps in WLAW Drive

MAYOR'S Marathon, benefiting Dutch flood relief, was aired by WLAW Boston. The chief city executive in the listening area who collected the most money in a broadcast appeal was given the janitor services for one day of the mayor of Everett, Mass. The mayor, Philip J. Crowley, swept out the offices of the mayor of nearby Lawrence, who collected $9 more than the mayor of Cambridge. Gifts to the political leaders appearing on the show were given by the station and its local sales manager, David M. Kimel.


RCA 8008 and 872-A, half-wave mercury-vapor rectifiers

*Speaking of dollars and sense...*

DID you ever stop to figure out just how little it costs you to operate RCA mercury-vapor rectifiers?

Based on average life expectancy, the RCA-8008 or the 872-A cost you only *one-tenth of a cent per hour of tube life.* Yet, day in and day out, these tubes perform on a round-the-clock basis with such steady dependability that failures of broadcast transmitters due to the rectifier tubes are almost unheard of today.

Dollar for dollar, you can't beat the economical, trouble-free service that these tubes provide. Whenever you need replacements, insist on RCA mercury-vapor rectifiers.

**For fast efficient service on the complete line of RCA broadcast tubes, get in touch with your local RCA Tube Distributor. Keep his phone number handy for those unexpected emergencies.**

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

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on the efficient 620 frequency

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REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

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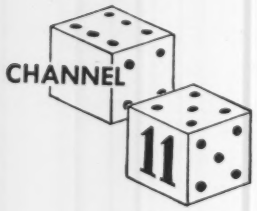



Our 5th Anniversary

MARCH 11, 1953

WBAL-TV

NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.

PERSONNEL RELATIONS

## IATSE Plans to Organize All Television Crafts

INTERNATIONAL Alliance of Theatrical Stage Employes & Moving Picture Operators (IATSE), to retain its "traditional position in the field of motion picture projection," will immediately launch an all-out campaign to fully organize all live and film crafts in video.

Decision was made at the conclusion of the union's week-long general executive board session in Las Vegas March 7, with president Richard F. Walsh authorized to take whatever steps he believes necessary to get the campaign under way.

Union officials pointed out that the recent NLRB ruling in four major cities (New York, St. Louis, Detroit and Los Angeles), denied right of projectionists employed in TV stations to be represented by their craft unions, and that they could have representation only with electronic engineers and as a unit. If this decision stands, IATSE will have to organize the entire engineering unit of such stations too, in order to protect its long-standing jurisdiction over projectionists, it was said. The intensified campaign will include organizing new TV stations.

## AFTRA to Expel Members Mum Before House Group

FAILURE of subpoenaed AFTRA Hollywood members to tell the House Un-American Activities sub-committee of past or present Communist party affiliation will result in expulsion from the union if a resolution being voted upon by mail referendum and returnable by tomorrow (Tuesday), is adopted. Under AFTRA's constitutional provisions, Communists are not eligible for membership.

Los Angeles chapter board unanimously recommended adoption of this new ruling. If passed by the membership, it will become effective Friday. The House Un-American Activities hearings reopen in Los Angeles March 23, and several AFTRA members have been subpoenaed.

If the AFTRA member continues to refuse to answer whether he "knowingly promotes the special interests of, and makes financial contributions to or renders aid and assistance by lending his name or talents to the Communist party or any organization known to him to be a portion, branch or subdivision thereof," he will be considered in violation of the resolution and therefore liable for prosecution pursuant to the union's constitution and bylaws. Expulsion from AFTRA would be automatic.

## Election on Bargaining

NLRB election was held last week among 14 set decorators employed at CBS New York to determine whether International Alliance of Theatrical and Stage Employes (AFL) or Local 829, United Scenic Artists (AFL) will represent them as bargaining agents. The set decorators are represented by IATSE's radio and TV department. United Scenic Artists petitioned for the election.

PROFESSIONAL SERVICES

## RADIO ENGINEERS JOIN IN NEW FIRM

THREE Washington radio engineering firms have joined forces to form Page, Creutz, Garrison & Waldschmitt, consulting engineers. Participants include Esterly C. Page, Joseph A. Waldschmitt and Virginia Erwin of E. C. Page Consulting Radio Engineers, and Millard M. Garrison and John Creutz, consulting radio engineers.

Also associated with the firm is James L. Hollis, who recently joined the Page organization after six years with Collins Radio Co., Cedar Rapids, Iowa.

The Page suite in the Bond Bldg. is being expanded to accommodate the new organization, which includes 77 persons besides the principals. Telephone numbers remain Executive 3-5670, Republic 7-2151 and Adams 2-2261.

Mr. Creutz has been a consulting engineer since 1934, and during World War II had charge of radio equipment regulations as assistant director of radio and radar for the War Production Board, afterward establishing his own practice. Mr. Garrison, a consulting engineer with Jansky & Bailey from 1932 to 1941, served during the war with the Bureau of Aeronautics. He then went into partnership with Joseph A. Chambers, continuing as owner when Mr. Chambers retired in 1950.

Mr. Waldschmitt, a partner of Mr. Page since 1947, worked as a television engineer at WOR New York until the war, when he was loaned to the National Defense Research Council on projects in India, Burma, China and Greenland.

Virginia Erwin, one of the first women in the U. S. to be licensed as a professional engineer, has worked in engineering since 1942. After assignment in the FCC's hearing division, she joined the Page firm in 1948.

Mr. Page has been a consulting engineer since 1932, and worked as assistant to General Eisenhower during the Mediterranean campaign. After working as vice president in charge of engineering for MBS, he formed his own company in 1947 and returned to consultant work. His company handles standard broadcast and television clients.

## Miller Sets Up Own Practice; MacClain Joins Cohn & Marks

SAM MILLER, former FCC chief of the FM Branch, Law Dept., has resigned from the Washington law firm of Cohn & Marks to enter private practice with offices in the Arlington Bldg.

At the same time, George MacClain, former FCC general attorney on the Conelrad project, has resigned as assistant general counsel of the National Security Resources Board, to join Cohn & Marks.

Mr. MacClain

Mr. Miller

BROADCASTING
TELECASTING

# features

Now in the **Boston** TV area.. more than

# 1,000,000 sets!

and **most** of these sets are tuned **most often** to

## WBZ-TV
## BOSTON
## channel 4

**Comparison of TV Share of Audience in Boston Area (nighttime)**

| Station | "Listened to Most" | "Heard Regularly" |
|---|---|---|
| WBZ-TV | 52.4% | 93.9% |
| Station B | 37.3% | 89.3% |
| Station C | 7.1% | 18.9% |

Source:
Dr. Forest L. Whan, "The Boston Trade and Distribution Area; Radio and TV Audience."

.. as revealed by the comprehensive Whan Report, the most thorough audience survey ever completed in New England!

WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV

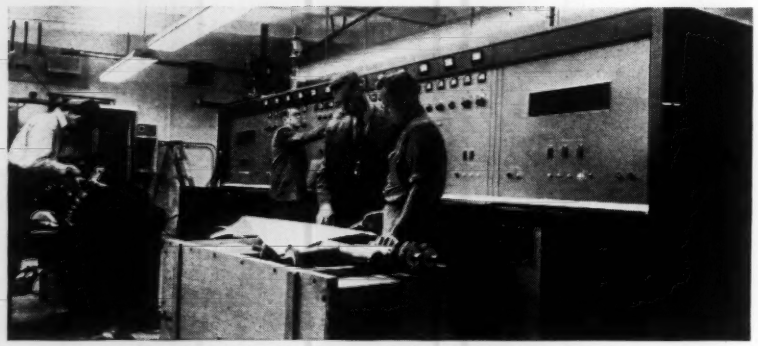
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

XUM

# TELEQUIPMENT NEWS

*Published by the General Electric Company, Electronics Park, Syracuse, N. Y.*


# HIGHEST POWER UHF TV STATION GOES ON THE AIR



G-E field engineers Stone, Bias and Duncan (l. to r.) work on the installation of the first 12 kw transmitter built by G.E. for WHUM-TV.

WHUM-TV studio building is shown above. From here signals are beamed via microwave to their transmitter site 22 miles north of Reading, Pa.

## WHUM-TV, Reading, Pa., Starts Commercial Operation With First G-E 12 KW Transmitter

Commercial operation at WHUM-TV, Reading, introduces eastern Pennsylvania televiewers to the nation's highest power UHF TV station. The station, using General Electric's first production model 12,000-watt UHF transmitter and a UHF Helical antenna made its commercial debut on February 22. G-E transmitter-antenna combination provides over 250,000 watts of effective power from WHUM's antenna site atop Blue Mountain, 1783 feet above average eastern Pennsylvania terrain.

The station was on-the-air with test patterns early in February, and regular commercial telecasts started soon thereafter. A CBS primary affiliate, WHUM-TV presented CBS network programs from the beginning. In addition, programs of local interest are being presented from the station's own studios.

Harrisburg, Allentown, Bethlehem, Easton, Lancaster, Reading and other eastern Pennsylvania cities have reported receiving WHUM-TV programs. Operators of the Williamsport community antenna system, providing subscribers with WHUM-TV programming, also report that an excellent picture is being received. Reception reports have come in from over 400 Pennsylvania towns.

## Greig Commends G-E Engineers

Humbolt J. Greig, general manager and president of WHUM-TV, reports he is "greatly pleased" with the installation and operation of the new General Electric equipment.

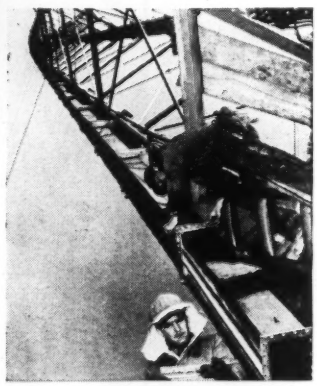
"G-E engineers worked with us around the clock installing and checking-out our transmitter, antenna, and all the equipment necessary to get us on the air" Greig writes. "Plaudits to General Electric and their most competent engineers for a job well done."

Before the equipment was ordered WHUM-TV officials inspected a 12 kw transmitter in operation at Electronics Park —at that time the only installation of its power in existence. This high power equipment was a natural for WHUM-TV's market area. From the General Electric UHF Transmitter Program, providing a transmitter-antenna combination for markets large or small, these officials selected the 12 kw transmitter and 5-bay helical antenna Necessary film room, control and associated equipments were also selected.

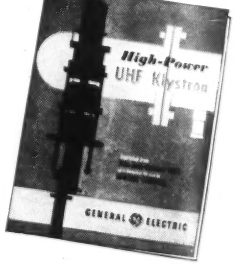
Humbolt J. Greig

## Waveguide on Tower

General Electric electronics engineer Ralph Thompson (bottom), assembles the waveguide on Station WHUM-TV's 1000-foot tower for the nation's first high-power UHF station.



## UHF KLYSTRON BOOKLET READY!




A report on the much discussed high-power UHF Klystron is printed in booklet form for all interested TV station personnel.

It is a story of the Klystron's development, specifications, and its history.

The booklet may be obtained by addressing *General Electric Company, Section 233-16, Electronics Park, Syracuse, New York*

GENERAL ELECTRIC

# features


- Live local shows needn't be expensive. Page 78.
- Radio moves furniture in Cedar Rapids. Page 80.
- A new religious-commercial trend. Page 82.
- The threat to tall TV towers. Page 84.
- Blueprint for a model TV station. Page 85.
- Complete status report on TV hearings. Page 86.


A TV success story:

## FROM THIRD TO FIRST IN SALES IN THREE MONTHS

IN Indiana a firm which makes potato chips has found that a vender called video can make people reach for its products as though they were blue chips.

George Johnson, president of Chesty Foods Inc., Terre Haute, which makes Chesty potato chips, doesn't know if it's because Hoosiers just like their basketball or if they're overly excited about this season's runaway Indiana U. basketball team. Right now, he's too busy reflecting happily upon what has happened since Chesty began to sponsor Indiana U. basketball games on WTTV (TV) Bloomington a little less than 90 days ago.

His Chesty chips, says Mr. Johnson, have gone from third to first place in sale in the area during this brief time. And Chesty leads in sales over its nearest competitor by more than three-to-one.

### First Home Game

Last fall Mr. Johnson signed with Paul Lennon, WTTV local and regional sales manager who doubles as sports director and play-by-play announcer, for all 10 of Indiana U.'s home games. The first home game was televised Dec. 20, 1952 to basketball fans in the 36 Indiana and Illinois counties that make up the WTTV coverage area.

From here on out Chesty's success story and that of Indiana's basketball team parallel each other. The Hoosiers, with little expected of them, clinched the Big Ten championship with three games left to play. And at last reports they were ranked first in the nation by the Associated Press, United Press and most other polls.

Obviously, Mr. Johnson and Chesty were quick to recognize a good thing. Parlaying his coverage through the season, he next bought the nine Indiana state basketball tournament semifinal and final games. Then when the Hoosiers played Illinois' defending Big Ten champions Feb. 28 at Champaign, Ill., he agreed to foot the bill for a complicated remote TV "feed."

In sponsoring the remote telecast, Chesty reacted to tremendous pressure from basketball fans in an area, which, according to NBC Research, comprises a million and a half people and $2 billion in retail sales annually. These fans of the "Hoosier Heartland" watched Indiana win its first undisputed conference championship.

Chesty sponsorship of the game was secured within an hour from Mr. Johnson after telephone contacts with his agency, Mr. Lennon and WTTV's general sales manager, Norman Cissna. WTTV General Manager Robert Lemon already had secured approval from station owner Sarkes Tarzian.

### Illinois Bell Buys In

Mr. Lemon arranged with General Manager Frank Schreiber of WGN-TV Chicago for sponsorship of the game on that station by Illinois Bell Telephone Co., whose agency, N. W. Ayer & Son, approved the telecast. Mr. Lemon bought telecasting rights from Illinois U.

He next bought AT&T cable from Chicago-to-Toledo-to-Dayton-to-Cincinnati, where WTTV, using its own microwave relay, picked up network feeds from WKRC-TV, which carried the game after WKRC-TV General Manager Jake Latham reshuffled his Saturday night program, clearing 60 minutes of Class A time and pre-empting *This Is Show Business* and *Meet Millie*.

WTTV itself cancelled most of NBC's *Show of Shows* to accommodate the telecast.

Results are showing up in the WTTV mailbag as well as in the Chesty sales record, according to Mr. Lennon. He estimates that the season's mail toll will exceed 10,000 pieces.

Manager Lemon estimates a total TV audience of five million for the Illinois game among WGN-TV, WKRC-TV and WTTV (TV), with the Bloomington station's share more than million.

# THE ONE-MAN SHOW

By Richard Pack

THE TV freeze has been lifted for many months now, but there's another kind of freeze that has numbed the thinking of quite a few station operators around the country. And that's the frozen philosophy which has been immobilized solidly in the defeatist notion that a station can be really successful without a substantial amount of local live programming. Unless they warm up to the idea that a station in a tough competitive, multi-station market can't rely only on riding a network, kines, feature films, and a couple of weather reports, these ice-age operators may find themselves outclassed.

Successful live local programs that combine sales appeal with viewer appeal can be developed by virtually any station, big-league or minor-league. It doesn't require big budgets, vast facilities, fancy studios. It takes ingenuity, imagination—and a concept.

### Basic Formula

The concept is this: One good performer is worth a thousand gimmicks. The basic recipe for local programming is the one-man show.

The one-man show can be a little show; given the proper talent and resourceful production, it can be a big show. Actually, it's not a restricting format. The one-man (or one-woman) idea can be adapted to a wide range of programs, not only the obvious ones like news, weather, and sports, but also for quizzes, education, drama. Even one-man variety shows are possible.

For evidence of the success of the solo show, you have only to look at two top network features—NBC's *Ding Dong School* and DuMont's series with Bishop Fulton J. Sheen. The single performer idea, of course, is also used in different versions by scores of stations, large and small, from coast to coast. Chicago's WNBQ (TV) (which originates *Ding Dong School*) is one of the pioneers in this field of simplified production. At WNBT (TV), key station of the NBC video network, we have rooted our lineup of live local programming in the one-man show.

What about the station in a city which doesn't have the talent resources of New York, Chicago, Hollywood, and other major cities? You don't always have to have a great performer for this kind of show—not if your program is pegged on a sound idea, slotted at the right time, skillfully produced, and if your performer is a genuinely warm and appealing personality.

Besides, there's one great asset the local performer always has. That's the simple, compelling fact that he is just that: *Local.* Here's where certain TV operators can learn from their newspaper brethren, who know so well the potency of hometown appeal. Local boy makes good—good programming.

The live show is a particularly effective vehicle for the local TV sponsor—and for the national advertiser who's buying locally—because it offers great flexibility, especially for retailers. Copy can be changed quickly, re-tailored to fit seasonal changes, merchandising problems, and other special occasions. And more important is the fact that a commercial delivered by a popular local personality very often gains added impact and acceptability. It's personalized selling, personalized programming at its local best.

During the last year at WNBT, we've developed the concept of the one-man show even further. We've found that once you've got the right personality and the right idea, you can even build successful shows using only one camera. Obviously, the use of one camera on a show isn't anything revolutionary, since there are a flock of stations around the country doing programs with one camera. But this is news: That in New York City, the bigtime of television, here in the roughest toughest TV market in the U.S.A., one of the most important stations in the nation can create some of the highest-rated local shows in town with one performer and one camera!

Take this little case history:

A very versatile showman, Herb Sheldon, does a one-hour program five days a week, from 12 to 1 p.m. (See pictures on this and opposite page.) Local ARB February report rates Herb's show number eight among all daytime local strip shows in New York. Pulling power? Herb asked listeners to make and mail in homemade Valentines, which he'd turn over to shut-ins. He received more than 85,000 of 'em.

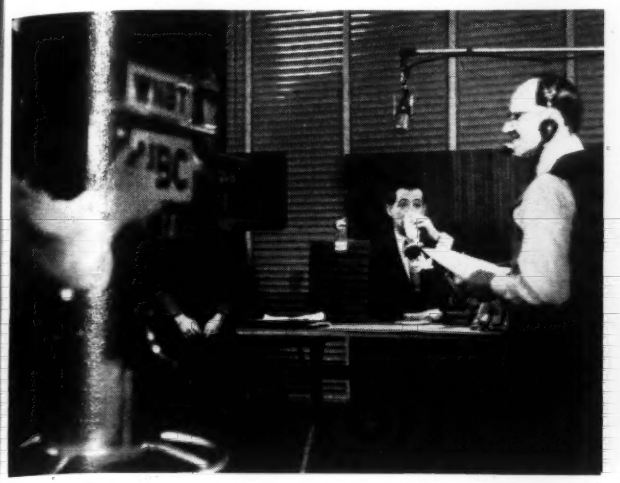
### One of Each

Off the air, Herb Sheldon calls his production, which was developed by Steve Krantz, WNBT's director of special features, "one man—one camera—one hour." Until six months ago, Herb's show was staged from a large studio with three cameras, audience, and elaborate production. Naturally, the show had to be altered somewhat when the change was made. But after a bit of experimentation, improvisation, and creative hard work, there developed a new and novel show.

Herb uses film, of course—mostly short cartoons—but not as much film as you might think; he has interviews, quizzes, record visualizations, and with the special Sheldon brand of magic and slick but simple production it adds up to a lively one-man variety show.

Did the show suffer by cutting down to one camera and a small studio? Not at all. Its ratings went up. Its sponsors increased.

## HOW TO BUILD LIVE LOCAL PROGRAMS



# WITH ONE PERFORMER, ONE CAMERA

Perhaps because it became a warmer, more intimate program. In fact, one of the basic reasons for the success of the one-man, one-camera format may be the very restrictions it puts on the performer: It forces him to project more intimately, without relying on the bigness of big production. Television is, after all, an intimate, personalized medium.

Then there's the story of *Ask The Camera*, another five-a-week series, slotted from 6:30 to 6:45 p.m. against rugged opposition, a program that started as summer filler, and has earned a regular slot by demonstrating amazing audience appeal. February ARB lists it as the *third* highest-rated local daytime strip show in New York.

It's a simple show, built around one good performer—Sandy Becker—one camera, one good idea, and lots of good film clips from the NBC film library, which had been lying unused on the storage shelves. Mr. Becker answers, with film, questions sent in by viewers. (*Ask The Camera* has turned out to be such a hit that the NBC film division may soon syndicate it.)

### The Special Studio

For its one-camera productions, WNBT maintains a special studio, which was put into operation early last year by Pete Affe, the station's program manager. It's not a large studio—16 by 21 ft., with about 8-ft. clearance—and not fancy, either. It was converted from a former office. It has one unique feature: A window looking out on the elevated tracks of the New York Central Railroad in upper Manhattan. When a train roars by, the sound is occasionally picked up and broadcast during a program. Puzzles the devil out of viewers sometimes.

When the station first started to increase its schedule of one-camera shows, some of the directors, producers, and talent didn't realize at first just how much could be achieved with one camera. Directors in particular had been used to the luxurious flexibility of three cameras. But out of the necessity of this limited studio and its limited facilities was mothered a great deal of inventive production by these same directors and producers.

As Mr. Krantz puts it, "There's practically nothing two cameras can do that one camera can't do. And one camera can even stack up quite well against three. The difference is usually slight, and unnoticed by viewers."

### Single-Camera Tricks

This WNBT studio uses one RCA pedestal camera (a wheeled tripod camera would also do). By integrating balop slides or film clips during the program, it's easy to switch lenses without interrupting the flow of the show.

Directors accustomed to three cameras have learned that ingenious use of the film chain, with either film or balops, can often take the place of a second camera. Titles and other material, for instance, can be "supered" over live camera action by putting the titles on balops rather than picking them up on a camera. With stylized line drawings or photographs, non-representational backgrounds even can be suggested behind performers by "supering" these from balops. For quick closeups, particularly in commercials, a tele-zoom lens is useful standard equipment for such a studio.

The WNBT producers usually avoid extreme closeups; in general a medium close shot has been the most effective. The shooting problem of traveling from a shot of the performer to an object, when it has not been logical to use a balop slide as a transition device, has been solved simply by not being afraid of logical panning. Panning, though, has to be carefully planned, and usually is most effective against a neutral background. For variation, panning on some shows is occasionally done across a simple decorative background which aids transitional effects. Although the studio is very small, whenever the directors need to give the illusion of largeness and space, they've found a way to accomplish that too: The performer fakes it by skillfully "tread-milling" in place on a waist-high shot.

Lighting in the one-camera studios is fairly simple: Seven semi-fixed 42-inch fluorescent pans, 13 six-inch 500 watt fresnels, and a portable switch board. Settings, too, are simple, versatile, adaptable. The most useful furniture, WNBT production men have found, is simple modern, not too extreme. They use armless sectional seats which, when used in combination, can be built into sofas in various groupings. A low, round coffee table is also very adaptable for use with these pieces. Instead of the formal desk, which has become the cliche of so many TV programs, whenever there's a need for a desk, a simple drafting table is used instead; it's novel, it has more space for display, it's easier to store and move, and when tilted slightly can even hide a script.

### Background Pieces

For background, the main piece is a simple gray "sike" (cyclorama). For variations, light colored vertically-straited rattan bamboo screens are used; one is set in kind of a three-fold arrangement and the other is used as a pleasant curved background for other programs. Still another simple and effective backdrop is an ordinary Venetian blind. Also available is a specially built "TV window shade"—a set of six stylized scenes which are pulled up and down like window shades for special background effects. They are designed for use in waist-high medium shots behind performers, and include a section of a super market, a country scene, an element of a gas station, and

a few commercial backgrounds. No attempt is ever made at realistic, representational backdrops; stylized, impressionistic backgrounds are more effective under these conditions.

In general, movement of the cameras must be as purposeful and planned as in multi-camera shows. On Mr. Sheldon's show, which uses many interviews, they've found that interviews with as many as three or four participants can be done successfully with one camera if well planned in advance. The most effective shot they've discovered is profile of interviewer and full-face medium view of the guest, which can be covered in one medium shot. Too much dollying in and out is bad.

Certainly at WNBT we wouldn't want to be confined exclusively to one-camera operations. The great majority of our shows are still multi-camera. An across-the-board variety series like *The Morey Amsterdam Show* and important educational features like our *Through the Enchanted Gate* naturally call for full-scale production. But in the face of television's continuing problem of production cost control, it's vital to continue developing simple and effective program techniques and attitudes that can be duplicated, with local variations, by stations everywhere. Eventually it should be possible to do even bigger and better one-man, one-camera shows when inexpensive visual programs aids, especially on film, become available in greater quantity.

And there are other values for the television industry in emphasizing simple production; too many television shows now are over-produced and over-gimmicked. Simplicity in local shows can—as it already has in some instances—encourage greater simplicity in network production. What's more, if local live television programming can be stimulated, then out of local video, just as it so often did in local radio, will come the fresh talent, the new ideas that television so urgently needs.

**ABOUT THE AUTHOR**

Richard Pack is director of programs and operations for WNBT (TV) and WNBC New York, key stations of NBC. He formerly was program director of WNEW and also has been associated with WOR and WNYC, all New York. Now 37, he has been in broadcasting since he was 16, as publicist, writer and program executive. He is co-author of two textbooks, *Opportunities in Television* and *Opportunities in Radio*, and has served on the faculty of New York U.'s Radio-Television Workshop.

# RADIO MOVES FURNITURE IN IOWA

IN Cedar Rapids, Iowa, a father and his two sons have been "moving" furniture since 1945, and have parlayed their annual gross volume to more than $500,000 —much to the envy of over 20 other dealers in this town with an estimated population of 70,000.

They increased their gross earnings five-fold alone from 1945 to 1951. Precisely just how much "upward of half a million dollars" their volume has risen, they won't say. The competition would like to know, too.

But what is a matter of public record is the use of radio by the A. W. Peterson Co., comprising young Allan Peterson; his brother, Gayln, and his father, A. W. Under their guiding hands, the furniture store has shown phenomonal growth in the past 12 years.

Allan Peterson, himself, is a man of few words—but he credits radio with a large share of responsibility for the store's success. In response to the question whether radio was a major factor, he replies: "Definitely." And he will add that it is not only radio "but radio properly utilized."

Radio has been, in fact, Peterson's No. 1 furniture mover, he acknowledges.

A vice president of Peterson's, Allan is also his own timebuyer (his store does not use an advertising agency but deals direct) and one with a keen sense of what an advertising dollar should do. He also directs all promotion activities.

### Modest Beginning

A. W. Peterson had modest beginnings in 1940, and it was not until 1945, when Allan was discharged from the Navy Air Corps, that the enterprise really got rolling. Young Allan had heard about other stores using radio profitably. He promptly began to ferment his own ideas of the medium.

On Sept. 9, 1946, the Petersons put their theories to work with a series of participating announcements on WMT Cedar Rapids. They started with 15 one-minute spots scattered throughout each week. They spent $182.25 to determine which announcements were the most productive.

Peterson's gradually expanded its radio budget. Today it has earmarked over $1,000 each month to three stations (KCRG and KWCR plus WMT). A breakdown of Peterson's January 1953 budget showed a total advertising outlay of $1,648, with radio receiving $1,398 and newspapers $250. WMT derived $1,166.20 and the other two stations $231.80 between them.

As a minimum schedule on WMT, which carries perhaps 80% of all the store's broadcast commitments, Peterson's sponsors a Monday-Wednesday-Friday 8 a.m. newscast; three half-minute news adjacencies each week; and a chain-break announcement between the Arthur Godfrey radio segments.

Ken Hastie, WMT salesman, who persuaded Peterson's to try radio 12 years ago—but with nothing like the present success—services the account, advising on schedules, special promotions, copy preparation and co-op arrangements. Since the store features a number of national lines—Zenith, Hamilton, Duo Therm and Nash Kelvinator, to name a few—Peterson's is able to enjoy the benefits of shared costs on its morning newscast program under co-op tie-ins.

But Allan Peterson is the man behind the advertising gun at the store. Here is how a typical campaign evolves:

Allan approaches each selling problem separately, devising specific objectives. If the drive calls for a bold approach, young Allan will experiment. The nature of the product determines whether the copy should be high or low pressure.

### Copy Checking

Once having evolved the campaign, Allan turns the practical details over to the station. When copy is completed, Allan checks it, though he never interferes with preparation or delivery. He is, however, insistent on the requirements that the message be "crystal clear" and that it contain no "fancy stuff" unless it's directly to the point.

As an example of this specialized selling, Peterson's once launched a three-week campaign to publicize its new carpet department. When it moved the department downstairs in the store, Allan Peterson negotiated for 16 extra spots on WMT to publicize the shift. This chain-break is typical:

(Sound): Sawing and hammering.

(Announcer): "Peterson Furniture Co. is expanding its store to serve you better! Workmen need room so the floor must be cleared. Terrific expansion and remodeling values! Duncan Phyfe drop-leaf tables reduced from $59.50 to$38.67 at Peterson's in Cedar Rapids."

The "sawing and hammering" doubtless made an "impression" on listeners, Allan concedes, bringing 6,500 people into the new department within the first three days of the grand opening. Business has been fine since, he adds.

Peterson's doesn't go in for "ambiguous" copy or the "visit our friendly store" approach. But Allan Peterson does speak out for management by transcribing a series of spots plugging "the item of the month." He reads them himself. Says Allan: "I've had people come into the store just to see what I look like." He feels the store becomes more real to listeners through this series of spots which he transcribes the first week of each month.

Does Peterson's intend to use TV extensively when it comes to Cedar Rapids?

"Definitely."

PROMOTION COMPETITION — THE BILLBOARD — FEBRUARY 21, 1953

MERCHANDISING

# WLW-T, WTVJ and WNBQ Place 1-2-3 in New TV Station Division

**WTVJ appreciates the recognition given to its merchandising department, and extends its thanks to the following judges of BILLBOARD MAGAZINE'S 15th Annual Radio and TV promotion Competition.**

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**The WTVJ Merchandising Dept. is ready to plan a "Custom-Made" campaign for your product. SEE YOUR FREE AND PETERS COLONEL FOR COMPLETE DETAILS.**

Channel 4 · MIAMI WTVJ

Boston's WCOP combines with a Catholic youth movement and two radio advertisers to present a selling show with promotional value on a neighborhood and community level . . .

# friday night is CYO caravan night

THE TREND toward commercial sponsorship of broadcast programs backed or endorsed by religious groups has met a solid response in Boston, where the Catholic Youth Organization's *CYO Caravan* on WCOP is sponsored jointly by RCA Victor and the Charles E. Hire's Root Beer Co.

*CYO Caravan* features broadcasts of a Friday evening (10:05-11) dance staged by one of the 500 parish and school CYO chapters in the Boston area. The *Caravan* features dancing with brief interviews of school celebrities, cheering sections, athletes and welcoming messages from the priest in charge of each function.

Mr. Gilmore

Conducting the interviews is WCOP's Jim Brokaw, longtime Boston teen-agers' radio favorite, who intersperses the talks with spinning of RCA Victor 45 RPM records for the dancers.

*CYO Caravan* began last October not long after the arrival at WCOP of John C. Gilmore, station account executive, who modestly calls it "the easiest program I ever sold."

Mr. Gilmore read an article in Boston's Catholic newspaper, *The Pilot*, in which Archbishop Richard Cushing called on parish and school CYO chairmen to lend every effort to the drive looking toward boosting membership in the Boston archdiocese from 100,000 to 125,000.

After conferring with the Rev. Fr. John P. Carroll several times and receiving approval for joint sponsorship of *CYO Caravan*, Mr. Gilmore armed himself with a sales brochure which carefully outlined the tie-in possibilities offered the advertiser by means of window display and school and parish tie-ins.

Then he headed for the offices of the Hire's Root Beer Co. and those of the Eastern Co., Boston RCA distributor.

"The only thing that remained was to inform both companies that they had been approved by the CYO to buy a program they had never heard of from a man they'd never met," says Mr. Gilmore. "It made for a one-call-close in each case."

The program's success lies in a formula designed to satisfy the intents of the three participating organizations: For the CYO, to promote and foster membership by illustrating "Youth at Play in a Decent Way" in presenting the organization's recreational and spiritual advantages to the teen-ager; for Hire's, to break down the acceptance of other beverages at parish and school social events and replace them with Hire's Root Beer, and for RCA Victor, to sell the "swing to 45," a somewhat more institutional problem."

Preparation for a chapter presentation of the *CYO Caravan* works like this: First, all bookings for the *Caravan* are made by WCOP, usually at the telephoned request of the priest, brother or nun in charge of CYO activity at a parish or school. The booking then is checked and confirmed with CYO headquarters.

Then come the tie-ins: Hire's, notified well in advance, provides the well-known root beer barrel for the function, with profits going to the CYO chapter. RCA Victor selects a local RCA dealer in the parish or neighborhood, who devotes a window to promotion of the dance, using signs provided by WCOP, a WCOP display mike, a Hire's root beer barrel, RCA Victor 45 record players and records, the school banner, papers and trophies.

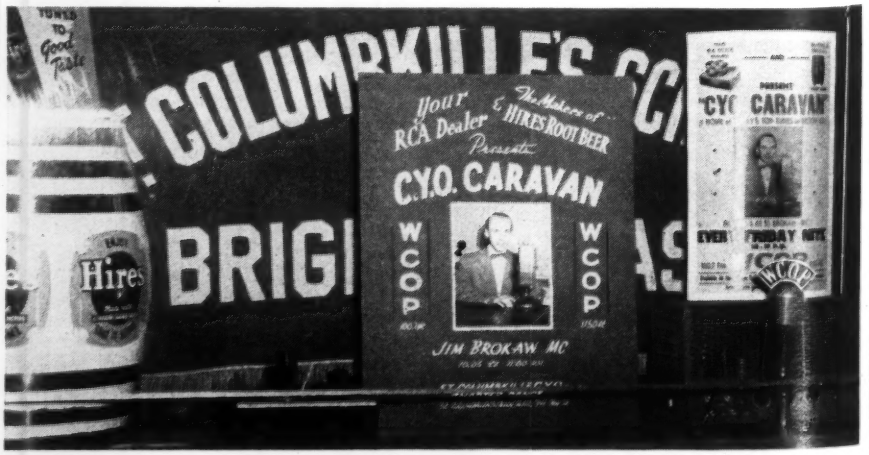
Tickets used at the function bear the names and trademarks of the sponsors, and stubs are used to award the door prize—an RCA 45 record player.

WCOP, to further tie in the triple aims, takes a display ad each week in *The Pilot* (paid circulation 87,000) with sponsor identification and pictures of products. CYO distributes three-color window cards to each of its 500 chapters to promote each *Caravan* dance, with all cards bearing pictures of the RCA Victor 45 player and the Hire's root beer barrel. Window streamers in two colors are placed in 1,500 candy and drug stores and supermarkets where Hire's is sold and in RCA Victor dealers' stores.

At each of the *CYO Caravan* functions Hire's paper soda-jerk hats are placed near the root beer barrel, and, according to Mr. Gilmore, every CYO member ends the evening wearing one of the paper favors.

The result, according to Mr. Gilmore, is that *CYO Caravan* is booked through to June and requests for bookings are coming in faster than WCOP can handle them. "A Hire's salesman told me," he says, "that never in his 15 years with the company had he received so warm a welcome when he called on schools and parishes."

Mr. Gilmore believes *CYO Caravan* is "proof positive that a solid sales-producing radio idea, properly geared to point-of-sale display, gets sponsors, results and sales." This "creative salesmanship at the local level is the answer of aggressive radio to TV," he adds.




**Typical window display was that of the Supreme Music Shop in Brighton, Mass.**

# the BIGGEST FISH...

## in a big BIG puddle!

Now KNBH is the top* TV station in the *second largest market in the United States!*

Let KNBH give you widest television coverage of Los Angeles County—now a *five and a half billion* dollar yearly retail market. And get extra profits from the millions more reached by the powerful KNBH transmitter.

KNBH programs more top rated shows than any other station in Los Angeles. Eight out of top fifteen once a week, six out of ten multi-weekly. Your potential customers turn *more often* to KNBH. Make sure they get your sales story. Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for details.

* ARB, AND PULSE, JANUARY-FEBRUARY, 1953 RATINGS GIVE KNBH BIGGEST VIEWING AUDIENCE DAY AND NIGHT IN SOUTHERN CALIFORNIA

**NBC** HOLLYWOOD

**KNBH** *Channel* **4**

Two big problems the about-to-be telecaster faces are selection of an antenna site and designing his station's housing. The first problem would be easier to solve if aircraft interests did not have to be consulted. On this page an authority suggests ways to simplify antenna clearance. An imaginative solution to the second problem appears on the opposite page. It's a $125,000 studio-office building plan for KEYT (TV) Santa Barbara.

# THE THREAT TO TALL TOWERS

By George E. Sterling

*Member, Federal Communications Commission*

PROCEDURES that broadcasters are obliged to use to obtain clearance for antenna tower sites ought to be completely revised.

In what admittedly is often a struggle between the broadcaster and aviation interests, the aviation interests have the odds on their side. The Air Space Groups that act in these cases are loaded in favor of aviation. The broadcaster deserves a better break.

Under the Commission's rules all proposals for towers over 500 feet are referred to the Air Space Subcommitte of the Air Coordinating Committee. The prime objective of the Air Coordinating Committee's Air Space Subcommittee is, of course, to protect the aviation interests above all else.

To obtain a tower site clearance, an applicant must first take up his case with the Regional Air Space Subcommittee and, if he is turned down, he may appeal to the Washington Air Space Subcommittee. If the applicant is turned down by the Washington Air Space Subcommittee, he may request and eventually obtain a hearing before the FCC.

### Why Aviation Is Favored

The representation in the Regional Air Space Subcommittee and the Washington Air Space Subcommitte indicates why the deliberations of these groups naturally weigh in favor of aviation.

The composition of the Washington Air Space Subcommittee is as follows: Voting members—representatives of Navy, Air Force (Air Force and Army), Commerce (CAA), Treasury, FCC and Civil Aeronautics Board; liaison or associated members (non-voting)—representatives of Air Transport Assn., Air Lines Pilots Assn., Airport Operators Council, National Assn. of State Aviation Officials and Airport Owners & Pilots Assn. Regional Air Space Subcommittees are composed of regional representatives of the same organizations listed above.

The FCC representative on the Air Space Subcommittee may vote but does not exercise that right in order not to prejudice any possible action in the event the case goes to hearing before the Commission. Other than this, the FCC has no participation in the Air Coordinating Committee—with the exception of the Chief of the Aviation Division, Safety & Special Services Bureau, who serves in the Technical Division of the Air Coordinating Committee. The Air Space Subcommittees sometime call on the Technical Division of the Air Coordinating Committee for expert technical advice.

The Doolittle Commission, which was set up by the President to investigate air crashes, recommended that consideration be given to moving airways and airports away from the thickly populated areas, thus reducing the hazard to life and property. If the aviation industry and the authorized officials of communities would move affirmatively in this direction, it would ease the problem of securing suitable antenna sites and do much to help the community to derive better service from its broadcasting and television stations. It would also serve to establish antenna tower heights consistent with the FCC standards, thereby permitting stations to provide service not only to the community but to adjacent smaller communities and the rural areas as well.

Recently, the government agencies concerned have taken some positive action in line with the Doolittle recommendations. However, because of the admonition of the Director of the Bureau of the Budget in his letter of Feb. 3, 1953, to government agencies, it appears that construction projects as they relate to relocating airways and airports will be restricted. In cases where this is done, the broadcast applicant's problem will be aggravated since the Air Space Subcommittees no doubt will be restricted in its freedom of action. So the problem becomes acute.

A recent report of the Air Space Subcommittee for the past year indicates that only 19 of the applications for towers were rejected, but it does not reflect the compromises that the broadcasters accepted and are still accepting in order to obtain site approval.

### Compromise Odious

Compromises, resulting in reduction of TV antenna tower heights, mean loss of TV service to the public not only in the principal community to be served but also to nearby communities and people in the rural areas. Compromises in tower heights also prevent elimination of shadowed areas and interference and serve to deny the public pictures of fine quality.

Since the membership in the Air Space Subcommittees is directly associated with and has responsibilities to aviation, it follows that the deliberations of the groups weigh in favor of protecting the aeronautical services. I think too often they consider broadcasting and television only an entertainment service and fail to consider the relation of broadcasting to the great number of the public in a community compared to the small number who are concerned with commercial aviation.

What is needed, in my opinion, is a group composed of experts both in aviation and communications, who would take testimony under oath from witnesses on a hearing record complete with cross examination. Experience has shown that government agencies do not participate in FCC hearings but merely indicate their views by letter. Hence, the industry is precluded from testimony from these witnesses under oath and subjecting them to cross examination.

Parties receiving adverse decisions from a group such as proposed would appeal their case directly to the Commission and receive a hearing as now provided when they are turned down by the Washington Air Space Subcommittee. One step in the informal procedure now in force (review by the Washington Air Space Subcommittee) would be eliminated in this manner and the interest of the broadcaster and aviation industry as well as the local community would be assured of fair and impartial deliberations and decisions. Such a procedure would eliminate the compromises broadcasters are required to accept during their appearances before Air Space Subcommittees in order to get their stations on the air, and would eliminate undue delay and costs which increase with the passage of time from the date the applicant receives a grant from the FCC.

### Revision Now

Someone may suggest a better way of accomplishing the objective, but the time has come for a revision of the present procedure.

The Commission's TV allocations make possible the establishment of more than 2,000 television stations in the United States. So the difficulties are likely to grow. Accordingly, a group comprising both aviation and broadcasting representatives should be created to study this problem at the earliest possible time. This could be accomplished by the President appointing a temporary Commission similar to General Doolittle's Airport Commission. The recommendations of this Commission could be passed on to the Air Coordinating Committee and the FCC for implementation.

The procedures now in force discourage broadcasters who desire to take full advantage of the Commission's standards. Compromise results. The public is denied service. Unless remedial action is taken there is imminent danger of destroying one of the basic elements of the Commission's television allocations philosophy—high towers which insure service to the greatest number of people.

# BLUEPRINT for a TV STATION

The Los Angeles architect-engineer firm of Pereira & Luckman (the Luckman is Charles Luckman, former president of Lever Bros.) has designed this unique TV studio and office building for KEYT (TV) Santa Barbara, Calif. In housing TV economically and efficiently, this may well become a model for future stations of similar size. This one will be built for $125,000.

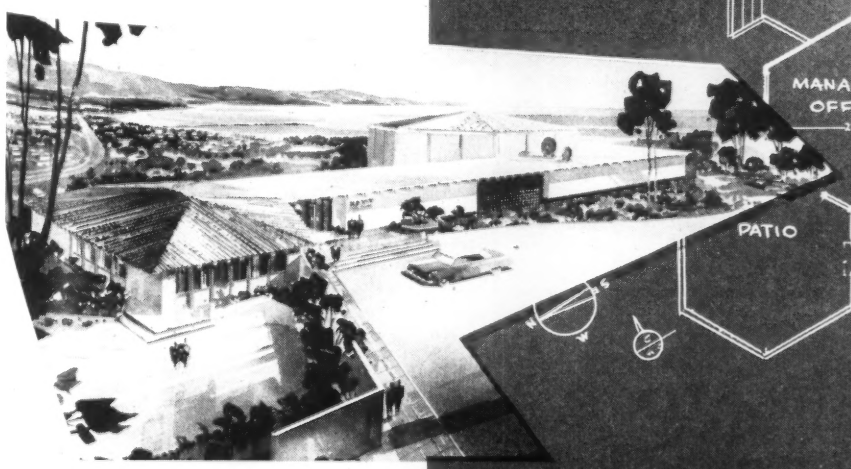
The hexagon is the geometric principle involved. With six walls in the studio instead of the traditional four, more working space is provided. Sets may be placed against all six walls and centrally-placed cameras can cover all six. The set-up would be ideal for single-camera production (see "The One-Man Show," page 78).

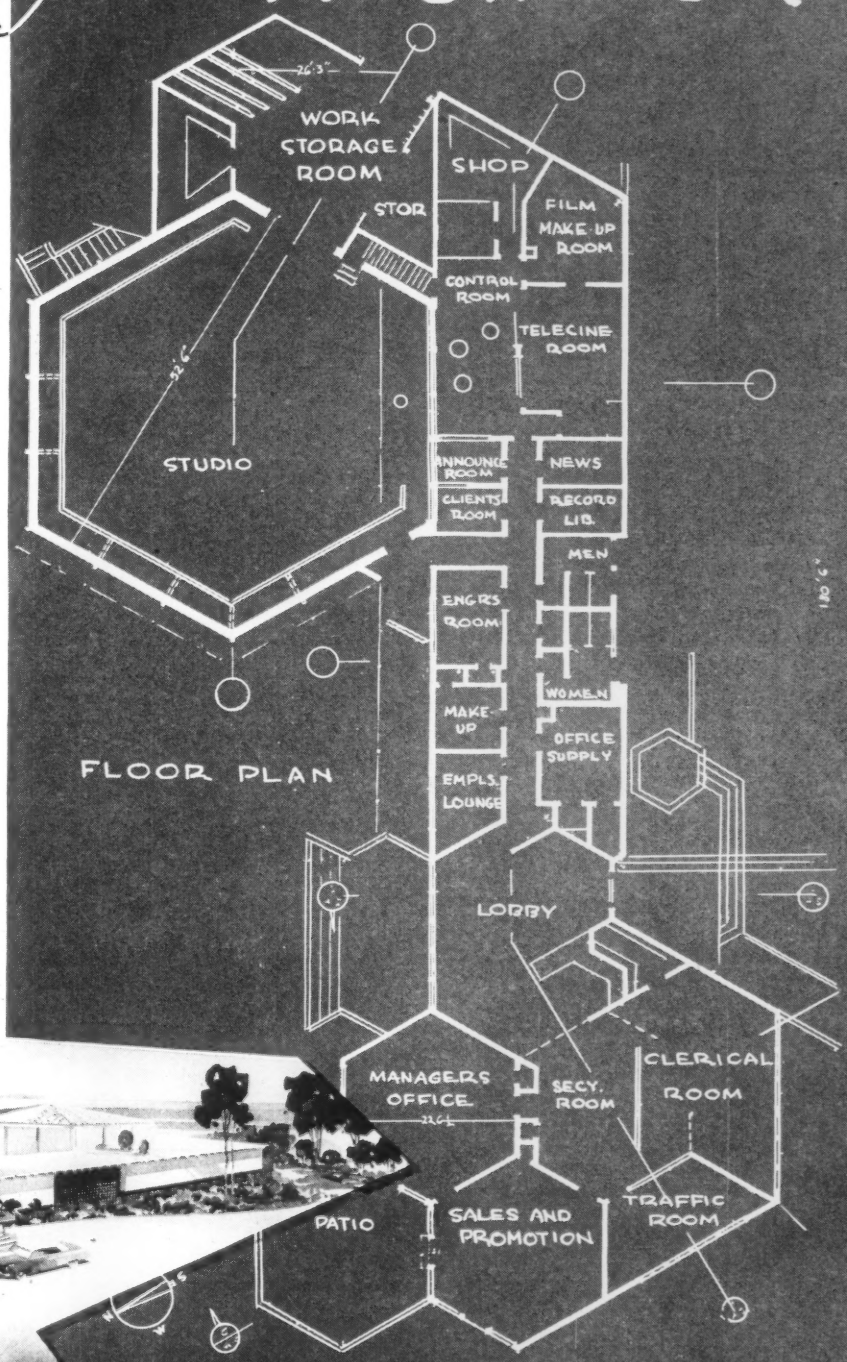
Working units—control room, telecine room, craft shops, announcers' room and dressing rooms — are clustered around studio for ease and convenience of traffic in the production area. Not shown on blueprint at right is an outdoor studio adjacent to the indoor hexagon. Santa Barbara weather will permit much TV production to be done out of doors. Expansion of this plan is possible. A second indoor studio, with its own cluster of shops and technical facilities, can later be built next to the original.

The building site is Mesa Hill, 400 feet above the center of the city. Construction begins in a week. (Transmitter is being built on a 4,100-foot peak in the Santa Ynez mountains, 16 miles west of Santa Barbara.)

KEYT (TV) will operate on Ch. 3. Principals include Harry C. Butcher, owner of KIST Santa Barbara; Colin M. Selph, former vice president and general manager of KDB Santa Barbara; Arthur F. Marquette, partner in Sherman & Marquette agency, and Ronald Colman, actor.

As shown in sketch below, exterior of the building is blend of contemporary design and early California architecture.






XUM

In last week's issue, B•T published a special article, "The High Cost of Hoping for Television," that described the severe drain on money and manpower in FCC TV hearings. Here, as a sequel, is a status report showing how the competitive applications stand in the struggle for TV stations.

By Larry Christopher

# TV HEARINGS: ENDLESS GRIND?

SOME 47,000 pages of transcript and more than 340 days of testimony have been compiled thus far before FCC hearing examiners in the first handful of post-thaw television hearings—a mere 6% of the 260-odd contested channels presently designated for hearing or acknowledged in conflict by the Commission.

In many parts of the land, there are mergers and rumors of mergers among competitive applicants who hope to avoid the exhausting and expensive proceedings still to come in the future for most of them. Even requests for conditional grants and "interim stations" pending full hearing are being put to the FCC [B•T, March 9, 2].

But in Washington—on virtually the eve of the first anniversary of the lifting of the 3½-year TV freeze on April 14, 1952—the initial hearings grind slowly on, taking their toll of man, time and money. Of all three, they have taken much [B•T, March 9].

During the past year, the processing of uncontested applications has been in striking contrast to the progress on contested bids.

On July 11, 1952, FCC issued its first post-thaw group of 18 new-station construction permits. All were uncontested bids.

Since that date, up until last Tuesday, the Commission has issued 263 more permits to swell the post-thaw TV grant total to 281, including 14 noncommercial, educational outlets.

There now are 143 TV stations on the air, including the 108 pre-freeze outlets and 35 of the post-thaw stations.

Not one of the new stations, however, represents the fruit of a comparative hearing. In fact, no final decision has been issued in any case although an initial decision has been recommended by the examiner in the Denver Ch. 7 competition [B•T, Feb. 9]. Nevertheless, eight grants have resulted from seven hearings which dissolved chiefly through the withdrawal of competing applicants. In one case, an allocation change allowed two grants.

There have been some 1,090 new TV station applications filed with the Commission since the lifting of the freeze last April. Besides the 281 which have been granted, some 590 are scheduled for comparative hearings involving approximately 260 channels in more than 200 cities.

Few will guess the months—or years—it will take to clear this hearing backlog. Some may venture a speculation after it is better known how the newly revised hearing procedures will speed up the cases [B•T, Feb. 9]. But the revised hearing rules only took effect Feb. 4 and only two cases have been scheduled thus far under their terms.

The 47,000 pages of transcript and more than 340 days of testimony to date have been produced by only 15 of the 27 competitive hearings originally ordered by FCC on July 11, 1952. On that date, hearing notices were sent to 63 applicants seeking 27 channels in 14 different cities. Each channel contest represents a separate hearing.

Of these 27 initial hearings, seven have been completed and the records closed as of Tuesday. Five of the cases have been partially heard while the records in three other cases are virtually completed. Five of these original hearings are yet to begin. The seven remaining cases are those which dissolved as competing applicants withdrew or amended their bids for another channel. These withdrawals resulted in eight grants to the remaining applicants.

Since the original schedule of hearings last July, the Commission has set only four other channels for hearing, but more are now forthcoming under the new streamlined hearing rules. The Sacramento Chs. 40 and 46 hearings were ordered last fall. A fortnight ago, pursuant to the new rules, hearings were designated for Ch. 2 at Spokane, Wash., and Ch. 69 at Fort Wayne, Ind. [B•T, March 9].

Ironically, the Spokane and Fort Wayne cases are to commence April 6 while the Sacramento Chs. 40 and 46 proceedings have been continued without date although officially "opened" Nov. 17, 1952. The examiner in the Sacramento cases has been busy hearing two channels designated earlier in that city, hence the delay.

As of Tuesday, taking into account withdrawals and additions to the roster of TV applicants in hearing status, the Commission has 61 applications in hearing, seeking a total of 26 channels in 15 cities.

### McFarland Letters

Besides these bids officially tabbed for hearing, a total of 188 applicants have been informed through "McFarland letters" that they are mutually-exclusive with other applicants, thus face comparative hearing, while another 394 applicants for contested channels have been "passed over."

The McFarland Act, which became effective July 16, 1952, and amended the Communications Act, provides that FCC first must inform an applicant by letter that his bid cannot be granted since it is mutually exclusive with the bid of another for a given channel. The McFarland letter also is used to inform an applicant that his bid is defective in certain respects, hence a hearing is necessary, even though it is uncontested. After a period of 30 days, in which the applicant may reply, FCC may schedule formal hearing.

McFarland letters have been sent to nine uncontested applicants informing them of defects or other questions which prevented grants. Of these nine, seven subsequently have been granted after additional information was supplied to FCC.

The McFarland letter procedure continues under the revised hearing rules.

On Oct. 15, 1952, until mid-February, the Commission effected a temporary speed-up plan in order to expedite new TV grants to those cities presently without service. During that time, FCC "passed over" any

### TV Hearings Boxscore

| | |
|---|---|
| Initial TV hearings scheduled July 11, 1952 | 27 |
| Total applications involved | 63 |
| Total cities involved | 14 |
| Cases completed and records closed | 7 |
| Hearings nearly completed | 3 |
| Cases partly heard | 5 |
| Cases yet to begin | 5 |
| Hearings dissolved [1] | 7 |
| * * * | |
| Hearings scheduled since July 11, 1952 | 4 |
| Total applications involved | 8 |
| Cities involved | 3 |
| * * * | |
| Total applications notified mutually-exclusive since July 16, 1952 (effective date of McFarland Act) | 188 |
| Total channels involved | 89 |
| Total cities involved | 56 |
| Applications subsequently dismissed [2] | 12 |
| * * * | |
| **Hearing Status as of March 10** | |
| Applications scheduled or in hearing status | 61 |
| Channels involved | 26 |
| Cities involved | 15 |

[1] Resulted in 8 grants.

[2] Resulted in 9 grants.

# Too secret to photograph...
# Too big to believe!

America's newest atomic project is being rushed to completion in Pike County, Ohio.

Details are secret, of course. But this much is known: the A-bomb project will be the biggest single electric power customer in history.

Two of the largest electric power plants in the world will supply the needed power. Together they will generate more electricity than New York City uses . . . nearly as much as all the people and industries in Ohio now use.

To speed America's defense, they are being built fast. From the construction workers to the equipment manufacturers, everyone is geared to record-breaking performance.

These are impressive facts, but so is this fact . . .

The two big coal-burning electric plants were conceived, designed and are being built by a group of neighboring electric light and power companies. Fifteen* of them have joined together to form the $400 million Ohio Valley Electric Corporation to finance and operate this huge power project.

This means quick action for the Atomic Energy Commission. For the companies will supply urgently needed power for construction from their own systems—even before the new electric plants are completed. It also means that a large reserve of electric power will always be available.

**Here's further proof that the very biggest electric power jobs can be handled quickly and efficiently by America's Electric Light and Power Companies. For if one company alone can't do it, several together can—and will!**

**The 15 companies which have formed the Ohio Valley Electric Corporation headed by Philip Sporn, president of American Gas and Electric Company:*

Appalachian Electric Power Company, The Cincinnati Gas & Electric Company, Columbus and Southern Ohio Electric Company, The Dayton Power and Light Company, Indiana & Michigan Electric Company, Kentucky Utilities Company, Louisville Gas and Electric Company, Monongahela Power Company, Ohio Edison Company, The Ohio Power Company, Pennsylvania Power Company, The Potomac Edison Company, Southern Indiana Gas and Electric Company, The Toledo Edison Company, West Penn Power Company.

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"YOU ARE THERE"
CBS television—witness history's great events

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application which was in conflict with another for a given channel and a public notice of the passed-over bids was periodically released.

Some 394 applications, seeking a total of 176 channels in 145 cities, have been on the passed-over lists. Subsequent withdrawals and mergers, resulting in six grants, has reduced the list now to about 384 bids, 170 channels and 142 cities.

There are a number of methods being employed and under consideration in the industry to help break the hearing log-jam. Some involve outright merger of the competing applicants while others propose share-time operations or conditional grants pending completion of the hearings.

Paul R. Bartlett, president and manager of KFRE Fresno, Calif., competitor there with KARM for Ch. 12, has proposed that FCC grant an "interim" permit to a community trustee corporation composed of the competing applicants plus a community representative [B•T, March 2]. No formal action has been taken.

### Share-Time on Ch. 8

At Salinas-Monterey, Calif., the Commission issued two permits for Ch. 8 there, to be employed on a share-time basis by the two former competitors for the channel, KSBW Salinas and KMBY Monterey [B•T, Feb. 23].

There have been several "marriage" applications approved, some involving AM stations in the same or nearby markets which previously were competitors for the TV assignment.

A unique twist to the merger was successfully used at Columbia, S. C. Ch. 10 was granted to WIS-TV Corp. there, chiefly owned by the licensee of WIS Columbia, Broadcasting Co. of the South, and 15% owned by former principals in WMSC Columbia. The latter withdrew from WMSC in favor of a joint TV venture, WMSC dropping its competitive application [B•T, Feb. 16].

Among the grants which have been made to applicants comprising mergers of former TV channel competitors are the following:

● Elmira, N. Y.—Ch. 18, El-Cor Television Inc., representing a merger of the competitive bids of the *Corning Leader* (WCLI Corning) and the *Elmira Star-Gazette* (WENY Elmira). Principals in the *Corning Leader* gave up minor holdings in WELM Elmira [B•T, March 2].

● Durham, N. C.—Ch. 46, T. E. Allen & Sons Inc., composed of Ambassador to Yugoslavia George V. Allen and his wife, and WTOB Winston-Salem, N. C. The Allen group and WTOB, previously individual applicants at Durham, now hold 50% each. [B•T, March 2].

● Champaign, Ill. — Ch. 3, Midwest Television, composed of Mr. and Mrs. August C. Meyer, 51% owners, and Helen M. Stevick and Marajen S. Dyess, owners of WDWS Champaign. The latter two transferred half of their former 40% holding to the previous Ch. 3 competitor, WSOY Decatur [B•T, March 9, 2].

● Macon, Ga.—Ch. 47, Macon Television Co., owned 45% each by WBML and WNEX there, with 10% balance of control owned by a local businessman not identified with either AM outlet, which continue competitive operations [B•T, Feb. 16].

Two applicants, now slated for comparative hearings, have asked the Commission for conditional grant of their bids pending outcome of the hearings. These are WCYB Bristol, Va., and Tri-State Telecasting Corp., Chattanooga [B•T, March 9]. WCYB is in contest with the Ch. 5 application of WOPI Bristol, Tenn. WCYB charges the WOPI application is a strike bid, filed to prevent a grant of its application.

Here is a summary of the 31 TV cases scheduled for hearing since the lifting of the freeze last April.

### Seven Complete

The seven cases in which the records have been completed are:

**Denver, Col.—Ch. 4.** Contestants: KMYR Bcstg. Co. (KMYR) and Metropolitan TV Co. (KOA). Record opened Oct. 1, 1952; closed Feb. 10, 1953. Heard 22 days. Transcript 2,637 pages. Proposed findings due March 30.

**Denver, Col.—Ch. 7.** Contestants: Aladdin Radio & TV Inc. (KLZ) and Denver TV Co. Record opened Oct. 1, 1952; closed Oct. 17, 1952. Heard 13 days. Transcript 2,104 pages. Initial decision, recommending grant to Aladdin, issued Feb. 2, 1953 [B•T, Feb. 9].

**Flint, Mich.—Ch. 12.** Contestants: WJR The Goodwill Station Inc. (WJR Detroit), Trebit Corp. (WFDF) and W. S. Butterfield Theatres Inc. Record opened Nov. 17, 1952; closed Feb. 27, 1953. Heard 18 days. Transcript 2,017 pages. Proposed findings due March 30.

**Fort Wayne, Ind.—Ch. 33.** Contestants: News-Sentinel Bcstg. Co. (WGL) and Northeastern Indiana Bcstg. Co. (WKJG). Fort Wayne TV Corp., originally designated, withdrew. Record opened Nov. 17, 1952; closed Dec. 12, 1952. Record reopened briefly Feb. 4, 1953, to show amendment by WGL, then closed again. Heard 14 days. Transcript 2,136 pages. Proposed findings due March 12.

**Harrisburg, Pa. — Ch. 27.** Contestants: Kendrick Bcstg. Co. (WHGB) and Rossmoyne Corp. (WCMB Lemoyne, Pa.) Record opened Jan. 5, 1953; closed March 3, 1953. Heard 17 days. Transcript about 1,820 pages. Proposed findings due April 17.

**Portland, Ore.—Ch. 21.** Contestants: Mt. Scott Telecasters (KGON Portland) for Portland and Vancouver Radio Corp. (KVAN Vancouver, Wash.) for Vancouver. Record opened Oct. 1, 1952; closed Feb. 9, 1953. Heard 11 days. Transcript 1,156 pages. Proposed findings due March 23. This is shortest hearing to date in volume of testimony and number of days in which testimony was heard.

**Tampa-St. Petersburg, Fla.—Ch. 8.** Contestants: Pinellas Bcstg. Co. (WTSP St. Petersburg), Tribune Co. (WFLA Tampa) and Tampa Bay Area Telecasting Corp. Record opened Oct. 15, 1953; closed Jan. 21, 1953. Heard 32 days. Transcript 3,996 pages. Proposed findings due April 17.

### Three Near End

The three cases in which the hearings virtually are completed are as follows:

**Portland, Ore. — Ch. 12.** Contestants: Oregon TV Inc., Columbia Empire Telecasters Inc. (KPOJ is 40% owner) and


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Network executive who came up through the ranks covering all phases of broadcasting-telecasting interested in acquiring equity in present or future TV station.

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**I.R.E. SHOW**

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**IMAGE ORTHICON**

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Northwest TV & Bcstg. Co. Northwest was added to the hearing by order of Sept. 8, 1952. Record opened Oct. 1, 1952; last heard Nov. 20, 1952, and scheduled to resume April 27, 1953. Heard thus far 27 days. Transcript 3,715 pages.

**Sacramento, Calif.—Ch. 10.** Contestants: McClatchy Bcstg. Co. (KFBK) and Sacramento Telecasters Inc. Record opened Nov. 17, 1952; last heard Feb. 19, 1953, and continued without date. Heard thus far 46 days. Transcript 6,170 pages.

**Wichita, Kan.—Ch. 3.** Contestants: Radio KFH Co. (KFH), Taylor Radio & TV Corp. (KANS) and Wichita TV Corp. Record opened Oct. 20, 1952; last heard Feb. 20, 1953, and continued without date. Heard thus far 59 days. Transcript 8,583 pages. This is the largest hearing to date.

### Cases Partially Heard

The five hearings partially heard are:

**Beaumont-Port Arthur, Tex.—Ch. 6.** Contestants: Enterprise Co. (KRIC Beaumont), KTRM Inc. (KTRM Beaumont) and Beaumont Bcstg. Corp. (KFDM Beaumont). Record opened Nov. 17, 1952; recessed Dec. 15, 1952. Session was held March 4, 1953, and case resumed again last Wednesday. Heard 16 days as of March 4. Transcript 2,313 pages.

**Duluth, Minn.-Superior, Wis. — Ch. 6.** Contestants: Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth). Record opened Nov. 17, 1952, and recessed Nov. 21, 1952. Resumes March 30, 1953. Heard five days thus far. Transcript 632 pages. Delay has been because of procedural litigation. Possible merger has been reported considered.

**Portland, Ore.—Ch. 8.** Contestants: Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., Cascade TV Co. and North Pacific TV Inc. Cascade was added by FCC order of Sept. 29, 1952; North Pacific by order of Sept. 22, 1952. Record opened Oct. 1; 1952; hearing proper began Jan. 26, 1953, is now in session. As of March 9, heard 29 days. Transcript 4,334 pages. Case may be completed within three weeks.

**Sacramento, Calif.—Ch. 3.** Contestants: KCRA Inc. (KCRA) and Sacramento Bcstrs. Inc. (KXOA). Sacramento Bcstrs. previously was in the Sacramento Ch. 40 hearing, but after amending its bid was added to the Ch. 3 contest by FCC order of Nov. 3, 1952. Harmco Inc. (KROY), an original Ch. 3 contestant, withdrew Feb. 25, 1953. Record was opened and hearing began Feb. 26, 1953. Case is now in session. Heard nine days as of March 6. Transcript 1,013 pages.

and no more than these three

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**Tampa-St. Petersburg, Fla.—Ch. 13.** Contestants: Tampa Times Co. (WDAE Tampa), Orange TV Bcstg. Co. and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa). Tampa TV Co., successor to Mr. Tison's Tampa Bcstg. Co., was added by FCC order of Oct. 8, 1952. Record opened Oct. 15 but recessed without date. Resumed Jan. 7, 1953, and again recessed March 10 until April 7, 1953. Heard 24 days as of March 10. Transcript about 4,000 pages.

### Remaining To Be Heard

The five cases of the initial July 11, 1952, group which remain to be heard include:

**Beaumont-Port Arthur, Tex.—Ch. 4.** Contestants: Port Arthur College (KPAC Port Arthur) and Smith Radio Co., Port Arthur. Smith Radio was added by FCC order of Nov. 26, 1952. Original contestant Lufkin Amusement Co. was dismissed Dec. 16, 1952. Seeking to be added to proceeding and successor to Lufkin Amusement Co. is Jefferson Amusement Co., Beaumont. Jefferson's application was accepted Nov. 24, date has been set for this case. Procedural litigation has delayed.

**Canton, Ohio — Ch. 29.** Contestants: Brush-Moore Newspapers Inc. (WHBC) and Stark Bcstg. Co. (WCMW). Scheduled April 15. Delay in proceeding has been due in part to illness of a principal witness.

**Duluth, Minn.-Superior, Wis. — Ch. 3.** Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) and Red River Bcstg. Co. (KDAL Duluth). Scheduled March 23. Procedural litigation has delayed. Possible merger has been reported considered.

**Portland, Ore.—Ch. 6.** Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) and Pioneer Bcstrs. Inc. (KGW). Record opened Oct. 1 but procedural delays ensued and case is now set May 11. Mt. Hood replaced KOIN Inc. while KXL Bcstrs. withdrew.

**Wichita, Kan.—Ch. 10.** Contestants: WKY Oklahoma City, KAKE Wichita and Mid-Continent TV Inc. Record opened Oct. 20 and recessed; now set March 16. Sunflower TV Inc. has withdrawn.

### New TV Hearings

Hearings scheduled since July 11, 1952:

**Fort Wayne, Ind.—Ch. 69.** Contestants: Radio Fort Wayne Inc. (WANE) and Anthony Wayne Bcstg. Set April 6, 1953.

**Sacramento, Calif.—Ch. 40.** Contestants: Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. and Maria Helen Alvarez. Hearing was officially opened Nov. 17, 1952, but no testimony was taken and no date is set for start of the proceeding. Delay has been due to length of Sacramento hearings designated prior to this channel.

**Sacramento, Calif.—Ch. 46.** Contestants: John Poole Bcstg. Co. and Jack O. Gross. Hearing was officially opened Nov. 17, 1952, but no testimony was taken and no date is set for start of the proceeding.

**Spokane, Wash.—Ch. 2.** Contestants: Louis Wasmer (KREM) and TV Spokane Inc. Set April 6.

### Dissolved and Granted

The seven hearings which dissolved, resulting in grants, are:

**Flint, Mich.—Ch. 16.** W. S. Butterfield Theatres Inc. amended to Ch. 12 allowing



XUM

# puts other tape recorders in the SHADE...the PRESTO RC-11

PRESTO introduces a precision-engineered tape recorder with a radical new type of construction!

Featuring a self-contained capstan drive unit, the PRESTO RC-11 provides durability, flexibility and rapid maintenance heretofore unheard of in tape equipment. Motor, fly wheel, capstan shaft, pressure pulley and solenoid are all pre-mounted on a cast aluminum sub-assembly . . . a complete working unit quickly removable for service or replacement.

A heavy, ribbed, cast aluminum panel designed for rack or case mounting supports all other components. Overall durable construction gives additional reinforcement and protection during shipping and adds years to the life of the machine.

**The "unitized" construction of the Presto RC-11**

. . . allows a complete flexibility in the manufacture of various types of instruments. By the simple rearrangement of components the RC-11 becomes a high fidelity recorder, a dual track, bi-directional recorder or reproducer or a long-playing reproducer with automatic tape reversal.

In terms of performance and operational ease, the RC-11 also steps out front. This new recorder, with complete push button operation, automatic microswitch in case of tape breakage and a reel capacity of 10½ inches, is an engineer's delight.

The combination of advanced design and engineering in the RC-11 puts ordinary tape recorders in the shade . . . makes this instrument an *investment*, not an expenditure. Ask your PRESTO distributor for full information on this important development in tape recorder design . . . the *all new* RC-11.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

grant to WTAC there on Nov. 20, 1952, for WTAC-TV.

**Harrisburg, Pa.—Ch. 71.** Withdrawal of WABX Inc. permitted grant on Dec. 31, 1952, to Harrisburg Bcstrs. Inc., now WTPA (TV).

**Jackson, Mich.—Ch. 48.** Withdrawal of WKHM and Spartan Bcstg. Co. allowed grant on Nov. 20, 1952, to WIBM for WIBM-TV.

**Reading, Pa.—Ch. 61.** Addition of Ch. 33 to Reading through allocation change allowed grant of Ch. 61 to WHUM and Ch. 33 to WEEU, as WHUM-TV and WEEU-TV respectively. Grants were made Sept. 4, 1952.

**Tampa-St. Petersburg, Fla. — Ch. 38.** Withdrawal of Empire Coil Co. allowed grant on Oct. 9, 1952, to WSUN there for WSUN-TV.

**Waterbury, Conn.—Ch. 53.** Withdrawal of WBRY allowed grant to WATR on Oct. 30, 1952, for WATR-TV.

**Wichita, Kan.—Ch. 16.** Withdrawal of KWBB and KFBI allowed grant to C.W.C. Co. on Feb. 18, 1953.

One McFarland case, set last August for Ch. 31 at Beaumont, Tex., resulted in grant to TV Broadcasters on Dec. 4, 1952, as KBMT (TV), after withdrawal of Tom Potter's bid.

it's **best** to be in the....

**MIDDLE**

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives




# NEW CAB CONSTITUTION DISPUTED AT ANNUAL MONTREAL CONVENTION

**Newly-created vice presidency's power to hire and fire paid CAB employes, proposed in Canadian Broadcasters' new constitution, brings dissent among members, causing the document to be submitted for two-thirds mail vote. CAB proposes name-change to include TV. Station representatives object to upped associate fees.**

A BITTERLY fought new constitution, plans for industry promotion, station editorializing and plans for Canadian concert music promotion were the main issues at the annual convention of the Canadian Assn. of Broadcasters at the Mount Royal Hotel in Montreal last Monday through Thursday.

Attending in record numbers, CAB members in closed sessions Wednesday and Thursday discussed the new constitution clause-by-clause, with constant legal skirmishing on the power of the newly-created post of executive vice president to hire and fire all paid CAB employes, including secretary-treasurer and sales director.

A majority of the members, in a standing vote, backed the stand of the CAB board and constitution committee that the executive vice president be enabled to control all paid employes. As a result of heated convention action, however, the full new constitution is being submitted for a two-thirds majority mail vote by members.

A proposal for a change of the organization's name to Canadian Assn. of Radio and Television Broadcasters is being submitted to the Canadian Secretary of State for approval, according to law.

A proposal to increase associate membership fees is being contested by station representatives, some of whom intimated they would have to drop unprofitable stations under the associate membership increases. The final rates of the increased fees are being decided by a joint committee of the CAB board and representation firms.

More Canadian broadcasters belong to the CAB than at any time before, General Manager Jim Allard reported to the convention. Membership now stands at 116 independent stations, compared to 102 a year ago. Nearly all the stations are privately owned. Associate members number 39 compared to 33 a year ago. Finances showed a small profit, a little over $200 compared to anticipated deficit of $12,000. No special assessment will be required for the copyright legal battle, which is now in its final stage with an appearance before the Canadian Supreme Court sometime later this year, he said.

Mr. Allard reported on the year's operations, including agency franchise arrangements, public relations work, liaison with NARTB and other broadcasting organizations, granting of scholarships to various educational organizations, establishment of a CAB central reference library at Ottawa, addition of economic trends service for members, establishment of an employment service within the industry, setting up industry-wide pension plan for employees, and continuation of centralized public service programs from Ottawa.

He dealt at length with the copyright problem and the civil suit between CHML Hamilton, and Composers, Authors, Publishers Association of Canada (CAPAC). By bringing suit against only one station instead of all stations by arrangement with CAPAC, the CAB was able to save about $30,000 in legal fees and related expenses. He reported on the hearings before the Canadian Copyright Appeal earlier this year, and its ruling that the 1952 rates of 1¾% on gross station revenue prevail this year, pending settlement of the civil suit.

He also summarized the proposed new CBC regulations of Canadian program content and the reception accorded the CAB's brief opposing the new regulations.

Mr. Allard pointed out that "perhaps our efforts have been helped by the fact that the CBC has been forced to drop its hypocritical mask of public service and guardianship of Canadian culture. Its attempted monopoly of television, its weird juggling of uhf and vhf television channels to protect its position, its policy of holding down our rates while it tries

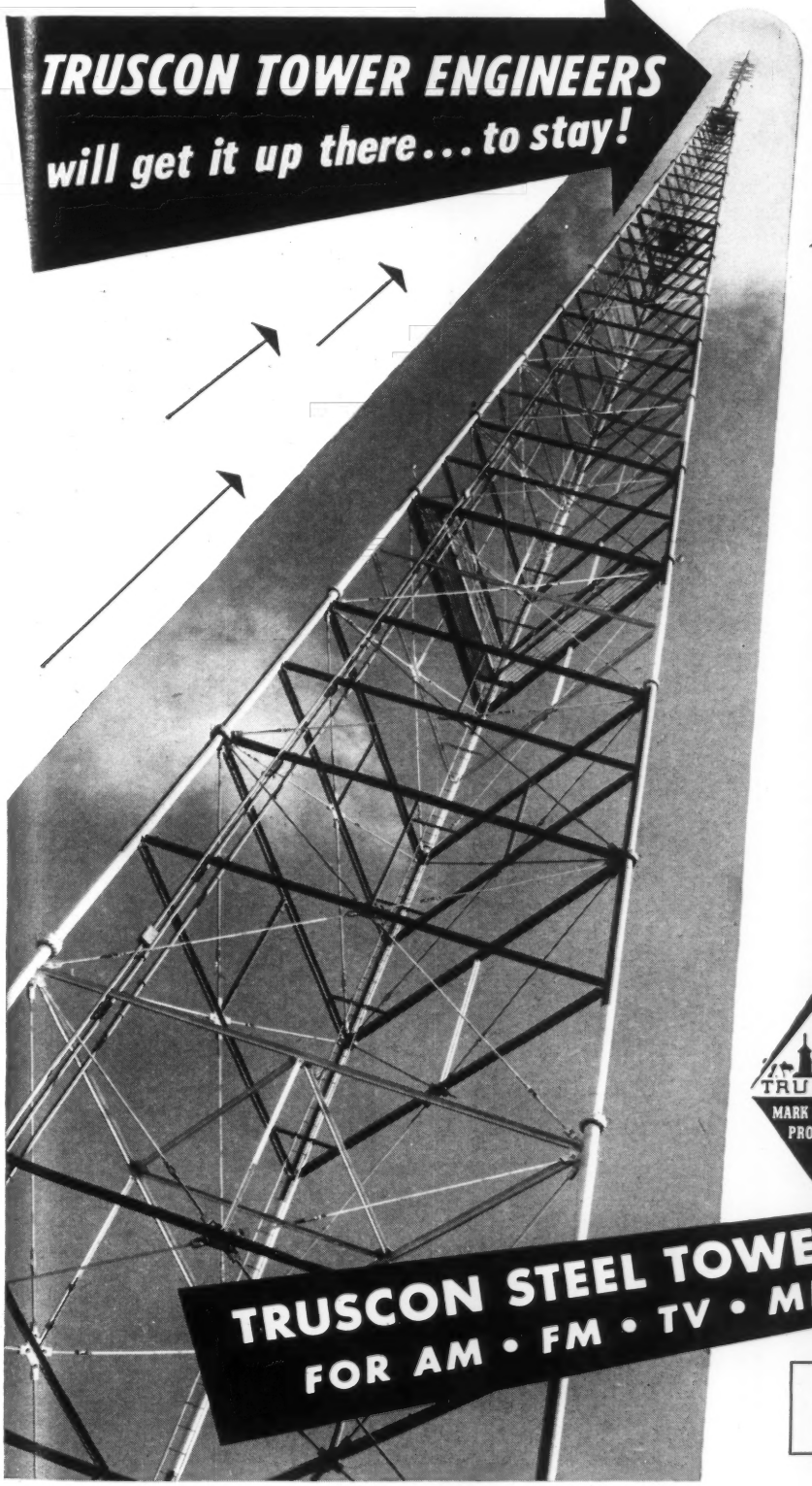
**CAB conventioneers discuss Coronation Year agenda, (l to r) Hal Crittenden, CKCK Regina; Helen Thomas, Street & Finney, New York; Gerry Gaetz, CJCA Edmonton; Mary Dunlavey, Harry B. Cohen Adv. Inc., New York, and Ted Campeau, CKLW Windsor-Detroit.**



XUM

# You Name The Height Your Antenna Must Reach . . .

## TRUSCON TOWER ENGINEERS will get it up there . . . to stay!



● Whether your needs call for a medium-sized 300 foot tower, a lofty 1200-plus foot giant, or any size in between, Truscon engineers have the answer . . . or can get it to you fast. Truscon has designed and built many hundreds of radio towers now serving in all kinds of climate and all types of topography. Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV, and Microwave transmission. You just name the height your antenna must reach; then write, wire or 'phone your nearest Truscon district office or "tower headquarters" in Youngstown to get your tower program going as soon as defense requirements permit.

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TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON®
—a name you can build on

## TRUSCON STEEL TOWERS FOR AM • FM • TV • MICROWAVE

See Truscon's Exhibit of radio towers in booth 2-322, IRE Convention, March 23-26

**FRENCH - CANADIAN sportscasting is explained to Canadian agency timebuyers and radio directors by Michel Normandin (l), freelance sportscaster, to (l to r) Ralph Hart, Spitzer & Mills Ltd., Toronto; Ev Palmer, McCann-Erickson Inc., Toronto; Mary Moran, MacLaren Adv. Ltd., Toronto; and Bill Harwood, Cockfield Brown & Co., Montreal.**

to make us use program material that could not attract audiences, its position in relation to copyright, its continued network monopoly, its deals with U. S. TV networks, and its open admission that it could not exist without importing U. S. programs, have done more to make more people realize the true situation than anything we could have done. The policy of the last four years has made great gains for us."

Keynote speaker Richard Gettell, chief economist of Time Inc., New York, at a Monday session told Canadian broadcasters that business ingenuity is required to increase marketing efficiency, to cut costs of physical distribution and pass on the savings in lower prices. He said it was necessary to improve techniques of selling, advertising and promotion, to create new and larger demands, and to revive the arts of competitive selling.

Pitfalls to guard against in programming for the mass market were explained by Mrs. Harriett Bruce Moore, director of psychological services, Social Research Inc., Chicago, in another Monday session. She outlined various types of programs and commercials which surveys show are most successful with the 65% of the U. S. audience who are in the lower-middle and upper-lower income brackets.

At the annual dinner Tuesday Bill Rea Jr., CKNW New Westminster, was presented with the John J. Gillin Jr. Memorial Award for the most public service in Canada in 1952. This included presentation of scholarships by CKNW for TV development on Canada's West Coast. Glen Robitaille, technical director, CFPL London, was given the Canadian General Electric Co. award for his outstanding contribution in organizing the 1952 technical meeting of Central Canadian broadcast engineers at Toronto.

Welcoming more than 300 members of the broadcasting industry to the largest meeting in its 28 years, Malcolm Neill, CFNB Fredericton, chairman of the CAB board, stated Monday morning in government circles at Ottawa "there is a growing realization that the broadcasting setup is not a happy one, and that something must be done to correct the situation. We are closer than ever to having injustices of the present broadcasting act corrected and to obtaining for free enterprise broadcasting the same freedom as granted all other forms of communication."

Reviewing events of the year, Mr. Neill dealt in detail with hearings before the CBC board on proposed new broadcasting regulations, telling the meeting that proposed regulations have now been withdrawn for further study and redrafting by a CAB-CBC committee. He reported on television meetings with cabinet ministers and said the present CBC and Canadian government plan for single coverage television "is completely impractical and unrealistic, and most unsatisfactory to broadcasters and the public. They have made it as difficult as their imaginations could conceive for private companies to establish an effective free enterprise service."

### Praises Rate Values

Rates charged by Canadian radio stations represent, in terms of values given, the greatest advertising buy of the 20th century," Pat Freeman, CAB sales director, told broadcasters and agency representatives. He emphasized (1) broadcasters over a period of years failed to charge rates commensurate with circulation; (2) there was a 100% increase in the number of national advertisers on Canadian radio since 1945; (3) there is a definite swing toward spot radio in Canada; (4) today almost 95% of all Canadian homes have at least one radio. He urged development of better measurement tools, less emphasis on individual program ratings, greater participation in education and civic affairs, development of an "editorial" voice and clearer understanding that radio sells by "talking to people."

Harold Fellows, NARTB president, talked Monday of current problems of American colleagues, especially AM stations' decisions to enter television. He encouraged Canadians, saying "after five years of continuous television, radio broadcasting is growing in terms of the number of outlets." He pointed out that evidence shows television is already a good investment, despite its many complications. He closed asserting the conviction that Canadian and American broadcasters have a mutual obligation to fight for systems of communication which will enable citizens of the two countries to know each other better.

At a closed meeting Monday evening, broadcasters learned costs and difficulties of entering television and discussed at length and witho

WTTV BLOOMINGTON

Serving a 2 BILLION $ MARKET

34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL INDIANA

WTTV—affiliated with all nets—maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WTTV is owned and operated by Sarkes Tarzian and

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# "TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

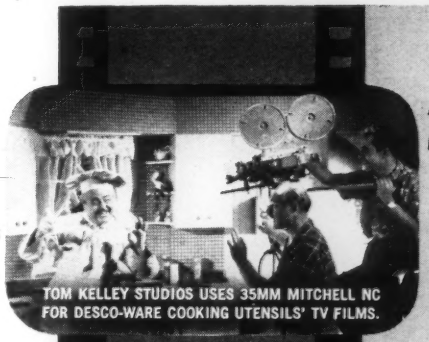
WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.

JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

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WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
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WARNER BROTHERS, INC.
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ARTHUR KRIENKE
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ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
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FILM GRAPHICS
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DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

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formal resolutions policies which could be pursued to obtain freer television conditions. Groups agreed that until private stations, supported by sponsored programs, could operate in major markets, stations in small cities did not have a chance for economic survival.

Tuesday morning, broadcasters heard a report on the success of the CAB-sponsored teenage book parade program and promotion used by cooperating stations. A report of the press privileges committee by Vern Dallin, CFQC Saskatoon, urged broadcasters to give more and faster news service, attend meetings of weekly newspapers and develop more Sunday news.

Wallace H. Wulfeck, vice president, William Esty Co., New York, stated "in giving men security, we have at times killed their incentive or drive," in discussing "Behavior Dynamics in Business." He showed how business could obtain assistance from professional psychologists.

Individual station contributions to public service were discussed in a panel session under the chairmanship of Vic George, CFCF Montreal. Participating were Fred Lynds, CKCW Moncton; Fred Pemberton, CKSF Cornwall; Vern Dallin, CFQC Saskatoon; Lyman Potts, CKOC Hamilton, and Al Hammond, CFCF Montreal.

Decision to increase membership fees for the Bureau of Broadcast Measurement, Toronto, by 100% for broadcasters and 50% for other members was passed at the ninth annual BBM meeting Tuesday afternoon, under the chairmanship of Charles R. Vint, president, Colgate-Palmolive-Peet of Canada. Increase becomes effective if research operations are expanded under CAB proposals. Current BBM report cost $110,000 to prepare, showing 137 Canadian station members, (88% of all stations), plus 40 advertisers, 70 agencies and 12 radio station representatives.

Ted Cott, NBC vice president, told Canadian broadcasters Tuesday afternoon to "get out of the groove," develop station personalities to attract audiences and tell people what they are doing. He dealt in detail with methods used to build the audiences of WNBC and WNBT New York; how station breaks are given "personality," how famous people are used and how the audience is promoted. He emphasized that "nothing is going to hurt radio" and the audience will respond to programs which consider that audience.

At the annual meeting of BMI Canada Ltd. Tuesday afternoon, Bob Burton, BMI New York, unfolded plans for bringing Canadian music in a large way to American stations and the American public. Canadian messages will be used to develop audiences for Canadian music. Carl Haverlin, BMI, presided, followed with an outline of a plan to put Canadian concert music on records as an industry undertaking.

**HAND-CLASPED, Canadian-U. S. friendship at CAB convention, (l to r) Ted Cott, WNBC-WNBT New York; Walter Powell, commercial manager, CBC Toronto; Bill Rea Jr., CKNW New Westminster; and Joe Weed, New York.**

At the Wednesday morning session Mr. Allard announced plans for a series of five minute talks on the activities of independent broadcasters for immediate use on all member stations. Increased public interest in broadcasting and television problems makes the promotion series timely, Mr. Allard said. He reported on the increasing unionizing activities by NABET among Canadian major market stations.

Mr. Freeman reported on a recent survey on national advertising and outlined plans for a similar survey on local advertising by categories of merchants as a sales tool for next year.

A new constitution was adopted sectionally. CAB becomes CARTB, Canadian Association Radio and Television Broadcasters, with membership classes including future facsimile broadcasters. Fourteen directors from five regional areas are to be elected for two year terms, and seven new directors for each year. The board elects its own president and vice president. A new CARTB position of executive vice president was set up to replace the general managership, with Mr. Allard as first occupant.

The membership decided to recommend that BBM appoint a research director to study and recommend standards for audience survey organizations.

Editorializing by member stations was discussed at a closed meeting.

## More Money for CBC Chief

SALARY of A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., has been raised to $17,500 annually from $15,000, according to an official tabulation in the Canadian Parliament by Prime Minister Louis St. Laurent March 6.

**CANADA**

## Winnipeg TV Prepared

FIRST TV station for Winnipeg will have 100 kw ERP, and is expected to be operating early next year. A 10 kw RCA transmitter has been ordered, along with a six bay antenna, by the Canadian Broadcasting Corp. The transmitter will be located on Portage Ave. in an office building at Winnipeg purchased by CBC for studios.

**CANADA**

## Predict Japan TV Set Sales To Increase Tenfold in '53

### Radio Tokyo officials tour U. S.; study video techniques and buy station equipment.

INTEREST in television is so keen in Japan that its present 2,000 TV receivers should increase to about 20,000 by the end of the year.

This observation was voiced by three officials of Radio Tokyo in an interview with B•T in New York last week. They were visiting the U. S. to purchase television equipment and to learn American TV techniques in engineering, programming and production in preparation for the opening of JOKR-TV in January 1954. The station will operate with a 10 kw RCA transmitter.

**JAPAN**

Men were Kokichi Endo, chief engineer of JOKR Tokyo, only 50 kw commercial station in Japan, Shozo Kanagai, managing director of the program department, and Paul Y. Ishihara, assistant manager.

Mr. Ishihara, spokesman, noted the only telecasting operation in Japan at present is NHK-TV, a public corporation supported by license fees which prohibit commercials.

He believes the growth of television will parallel that of radio, in which 80% of the 19 commercial stations "are operating in the black." JOKR-TV therefore will apply to television the programming formula that has proved successful in radio, he says.

"We plan to operate about seven hours a day with 50% devoted to entertainment and 50% to educational and cultural shows. Sports and news shows will be stressed," he said.

Broadcasters are scrutinizing the progress at NHK-TV "with considerable interest," he said, although that station is supported by public subscription. Radio listeners pay 50 yen a month and TV viewers 200 (360 yen is equivalent to one U. S. dollar).

Mr. Ishihara prophesies JOKR-TV will operate profitably "within a few years." He notes that advertisers have shown interest in television and are conscious of its sales impact.

## Oppose Religious Sponsors

CANADIAN churchmen are opposed to sponsored religious telecasts. At the meeting of the United Church of Canada's board of evangelism and social service late in February in Toronto, it was recommended that sponsored religious programs for television be discouraged. The board suggested the Canadian Broadcasting Corp. provide religious television without cost and that Canadian talent be used wherever possible. One board member commended commercial firms sponsoring TV programs with a religious "flavor."

**CANADA**

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Kansas City, Mo

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview" — TEXAS

## Canada Can Profit From U. S. TV Mistakes, Karol Says

CANADA

ADVERTISING men of Canada, where TV is just getting under way, were advised last week by John Karol, CBS Radio network sales vice president, to profit by U. S. advertising's mistakes and, in the growth of TV, achieve "an effective balance among all media."

Addressing the Advertising and Sales Executives Club of Montreal, Mr. Karol said Wednesday: "I am certain that television will grow and develop in your country as it has in mine. This is fortunate. . . . We must be alert to the fact, however, that the addition of a medium does not imply the death of an established one. What it does imply—what it states emphatically—is the need for greater skill in achieving an effective balance between all media.

"It's a fact in American broadcasting that we have never been able to measure our audience with anything like complete accuracy. Our overall costs and our cost-per-thousands were so low compared with other media that we just never bothered. But when TV had been growing a while, we found our radio audience shrinking. Finally, we started to look at ourselves more carefully."

Among the findings cited by Mr. Karol: More than 100 million radio sets sold since the end of World War II; ownership of more radios by TV families than by non-TV families; more listening being done outside the living room, which means it "is relatively unmeasured"; auto radios numbering 25 million; number of radio homes grown to almost 45 million and of sets-in-use to 105 million," and as TV grows older, "important increases" in radio listening within TV homes.

"If we were able to measure our listenership more expertly," Mr. Karol continued, "we are certain we would find still larger audiences at even lower costs. We made the mistake of starting late in looking more carefully."

## H. N. Stovin Sponsors Station-Agency Clinic

CANADA

BROADCAST station executives and agency officials attended the two-day sales clinic at the Royal York Hotel, Toronto, March 6-7, sponsored by H. N. Stovin & Co., Toronto station representative firm. Industry leaders addressed managers, owners and executives of stations represented by Stovin who attended the meeting en route to Canadian Association of Broadcasters annual convention at Montreal.

Speakers included Bill Westwood, assistant manager, CJOR Vancouver, who talked on station business administration and selling; Al Mackenzie, manager, CKY Winnipeg, who told station executives how CKY sells in a multi-station market where it is the newest; Ted Kober, research executive, Vickers & Benson Ltd., Toronto agency, who discussed market research.

Maurice B. Mitchell, Associated Programs Inc., New York, showed how ratings could be best used by stations. From the Stovin organization, Lee Reeburn and R. C. Armstrong discussed station promotion and national sales plans. W. A. Lindsay, Baker Adv. Ltd., Toronto, told broadcasters how he spends his clients' radio budgets, and W. Holroyde, Canadian General Electric Ltd., Toronto, spoke on pitfalls in setting up a television station.

## Expect N. Y. Legislators to Continue TV Study

BATTLE over the proposal that New York State build and operate a 10-station educational TV network [B•T, March 2, 9] continued last week, with both sides apparently agreed on one point: The legislature probably will adopt a pending resolution to continue studies of the subject by a special commission.

There appeared no change in the belief that the legislature, heading toward adjournment, would accept the current commission's finding that, for the present, the 10-station proposal is not desirable or necessary as a state project.

Protests against the commission's report continued to be heard, with Democrats especially condemning it as having been dictated by Gov. Dewey's Republican administration. Proposals for the establishment of one or more "pilot" stations by the state also are pending. Setting up of a $500,000 pilot station also was proposed for inclusion in the commission's recent recommendations to the legislature, but was voted down by the commission majority 10 to 5.

Among others condemning the majority report was the Metropolitan New York Coordinating Council for Educational Television, which called it a "public disservice."

Meanwhile, representatives of some 50 educational institutions in the metropolitan New York area formed a new organization, the Metropolitan New York Educational Agencies Committee on Television, to fight for at least one TV station in the event the 10-station plans are defeated. Committee is headed by Dr. David D. Henry, executive chancellor of New York U.

## California TV Study

A SIXTY-DAY study of the costs of installing and operating educational television channels has been ordered by the California State Assembly in Sacramento. The order preceded an agreement that the study would not affect other bills on educational channels. The House passed unanimously a resolution directing the Ways and Means committee to investigate costs.

WOC-TV

## Speaking of Responsive Viewers . . .

One of products made by Albert Lea Manufacturing Company is a kiddie toy-house construction set. During first three weeks of December, 1952, firm spent $840.00 for participation announcements on WOC-TV, offering these sets at $3.00 each. *Result:* 1,770 ORDERS . . . $5,310.00 IN DIRECT SALES . . . ALL FROM AN $840-ADVERTISING-INVESTMENT.

Beck's Salad Dressing Company, on December 4, 1952, began 13-week schedule of one participation weekly on "Today's Cooking"—WOC-TV's popular homemakers' program. During 13-week schedule, this 35-year-old Davenport food processing firm forced distribution on all their products—INCREASED SALES BY 30% ABOVE SALES TARGET THEY HAD SET FOR PERIOD. Beck's has renewed for another 13 weeks.

Surely, you'd like further proof of WOC-TV's responsive viewers. You can get this information from interesting folder titled "THEY GET THE PICTURE." Write direct to us for "THEY GET THE PICTURE"—or ask your nearest Free & Peters representative for a copy.

**FREE & PETERS, INC.**
*Exclusive National Representatives*

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
*Resident Manager*
Davenport, Iowa

## MSC Radio-TV Conference Features UNESCO's Hull

INTERNATIONAL mass communications which will give a true picture of the world was advocated by Richard B. Hull, a member of the U.S. Commission of United Nations Educational, Social & Cultural Organization and radio-TV director of Iowa State College, in a talk March 6 to 100 men and women attending the eighth annual Radio-Television Conference at Michigan State College at East Lansing.

The full day's program on "Safeguarding Freedoms Through Radio and Television" included a morning panel, "The Function of Radio and Television in Developing Active Citizenship." Speakers were Don DeGroot, assistant general manager, WWJ-AM-FM-TV Detroit; R. A. Peters, president, Michigan Junior Chamber of Commerce; Dr. Howard McCluskey of the U. of Michigan and former national president of the Adult Education Assn., and Robert J. Coleman, general manager, WKAR East Lansing, MSC outlet.

The afternoon panel, "The Function of Radio and Television in Preserving Our Freedom of Speech," included Prof. Robert Scott, police administration department, MSC; William Ray, manager of news and special events, NBC Central Div.; Frank G. Millard, Michigan attorney general; W. A. Pomeroy, WILS Lansing, manager and president of the Michigan Assn. of Broadcasters, and Prof. Armand L. Hunter, director of television development, MSC.

General chairman was Prof. Robert Crawford of MSC's department of speech, dramatics and radio education. Dale B. McIntyre, public service director, WJR Detroit, was chairman of the afternoon session.

## WEMP Gives Scholarship

RADIO-TV scholarship worth $4,000 and extending over a full four-year term at Marquette U. has been donated by WEMP-AM-FM Milwaukee, effective this fall. Designed to encourage competent young persons to enter the broadcast field, the scholarship will be based on writing and speaking ability, scholastic achievement, character and financial need, according to Hugh Boice, general manager of the stations. Applicants must take a scholarship test as well as explain in 1,000 words "Why I intend to make a career in radio or television." WEMP will work with university counselors in advising the winner on a curriculum leading to a degree in journalism.


**PUBLIC RELATIONS**

*Editorial Assistant*

. . . for Public Relations Department of large corporation that is the leader in its field. Some media experience necessary. Knowledge of Radio & Television industry valuable but not essential. Willing to travel.

*"A Career Opportunity"*

**WRITE**

H-92; P. O. Box 3575
Philadelphia 22, Pa.

**LUTHERANS in 97 Milwaukee area churches of the Missouri and Wisconsin synods marked the 25th anniversary of the WTMJ broadcast of their Sunday services with this group as special guests: (L to r) Adelbert J. Beyer, a Lutheran layman who originated the broadcast idea, supervising and producing the shows since 1928; Comr. Rosel H. Hyde, FCC vice chairman, who was principal speaker at a dinner, and Walter J. Damm, vice president and general manager of radio and television for The Journal Co., licensee of WTMJ-AM-TV.**

## TFI's Mahin Attacks Bill For Illinois TV Outlets

PROPOSAL that the Illinois legislature appropriate funds for two educational TV outlets was attacked in Springfield last Tuesday as a means of "putting a vehicle of propaganda in the hands of a government agency."

George A. Mahin, executive secretary of the Taxpayers Foundation of Illinois, made the charge in a statement prepared for delivery to two House committees considering the proposal. He also warned against "endless spending" for educational video.

Hearings on a bill to appropriate $1 million each for non-commercial stations in Chicago and Champaign-Urbana were postponed, however, by request of Rep. Charles Weber (D., Chicago), the bill's sponsor, who asked two weeks to get more data on building and operating costs.

The money would come from a reserve set aside for a Chicago fair project, but never used. A citizens group also is soliciting funds from citizens and corporations for a Chicago educational TV outlet on vhf Ch. 11, which would be operated in Chicago by the Educational TV Council, comprising more than 10 institutions, and in Urbana by the U. of Illinois [B•T, March 9, 2].

Kent Chandler, A. B. Dick Co., was named vice chairman of the Chicago fund-raising group last week, and will assist Chairman Edward L. Ryerson. The group hopes to raise $500,000 before June 2, deadline set by the FCC on educational, non-commercial reservations.

## 'WBT-WBTV Scholarships'

ANNUAL scholarship fund of $5,000 has been established by a foundation sponsored by the Jefferson Standard Broadcasting Co. for study of radio, television or allied fields at the U. of North Carolina or North Carolina State College.

Joseph M. Bryan, president of Jefferson Standard, license of WBT-AM-FM and WBTV (TV) Charlotte, said the "WBT-WBTV Scholarships" are valued at $1,250 each and will be awarded annually with a four-year tenure.



## Cleveland AFTRA Local Chooses AM-TV Winners

WINNERS in all radio and television program classes have been selected for the second time in Cleveland by the local of the American Federation of Television and Radio Artists (AFTRA).

WTAM and WGAR received five radio "bests" each and WXEL (TV) five "bests" in TV. In radio, WDOK took two "bests"; WERE two, and WSRS one, while in television WNBK (TV) received four and WEWS (TV) one.

Performances cited: Johnny Andrews, WTAM-WNBK (TV), "best radio program," "best radio musical performance" and "best TV performer"; Wayne Mack, WDOK, "best radio performer," "best disc jockey, classical music, radio"; Sanford Markey, WTAM-WNBK (TV) news editor, special services; Lee Sullivan, WERE, "best popular disc jockey."

WSRS news reporting, and Bob Engel, news director, were cited as the best in local radio, with the local TV award going to WEWS (TV) and Dorothy Fuldheim. Public service award in radio went to WGAR and Reg Merridew, program director, and in television to Barclay Leathern for the programming produced by Western Reserve U.

Julius Glass, WGAR promotion director, and Charles Hutaff, WNBK (TV) promotion merchandising manager, were commended for "promotion of the medium." Best radio commercials were those on the WXEL (TV) show, *Television Sohio Reporter*, prepared by McCann-Erickson, while the best radio spots were aired on WGAR's *Ten O'Clock Tunes*, prepared by D'Arcy Adv.

"Dean of the Year" was Eddie Leonard, chief engineer at WTAM-WNBK (TV), who put the AM outlet on the air in 1923.

## Heritage Group Cites Role Of Networks in Vote Drive

AMERICAN Heritage Foundation last week announced that special "Bill of Rights Awards" in its 1952 Register-and-Vote competition have been issued to ABC, CBS, DuMont TV network, NBC and MBS, among others, for their "outstanding" contributions to the campaign.

Specific mention was made by the committee of judges, headed by Charles E. Wilson, former president of General Electric Co., of Mutual's "Lights On, Votes Out" drive as "the most effective plan of community action," and of NBC for "the most effective use of personal messages by eminent Americans."

## Winners of duPont Awards To Be Announced March 27

WINNERS of the 1952 Alfred I. duPont Radio and Television Awards will be announced at a dinner March 27 at the Mayflower Hotel in Washington, D. C., according to O. W. Riegel, curator of the Alfred I. duPont Awards Foundation.

## Murrow's Second Polk Award

CBS commentator Edward R. Murrow and Jack Gould, radio-TV editor of the *New York Times*, were among winners of the annual George Polk Memorial Awards announced last week by Long Island U.'s Dept. of Journalism. They will receive their citations at a luncheon at the Hotel Roosevelt, New York, April 30. Mr. Murrow, cited for his CBS-TV *See It Now*, and particularly for his Christmas Day TV show filmed in Korea, received a Polk award last year. Mr. Gould was selected for his radio and television reporting.

## Advertisers

**Natalie D. Bruere,** Al Paul Lefton Co., becomes advertising director of Charles of the Ritz, N. Y.

**Richard Clarke,** assistant advertising manager, Albers Milling Co., L. A. (cereals division), to Ben Hur Products Inc., that city, as advertising manager.

**Stanley D. Hunt** named sales manager of Calif. div., Goebel Brewing Co., with **John B. Kelleher** appointed district manager in charge of Southern Calif. operations, headquartered in Oakland.

**B. C. Corrigan,** former manager of KOWH Omaha, named classified advertising manager of *St. Louis Post-Dispatch.*

**S. G. Mantel,** formerly with Mallard Television Inc., N. Y., appointed advertising manager, Shield Coatings Corp., Verona, N. J.

**Albert Carroll,** advertising manager of Merck & Co., appointed coordinator of Advertising Council's campaign on behalf of National Blood Donor Program.

## Agencies

**Leslie S. Pearl** and **Paul Markman,** vice presidents, BBDO, N. Y., elected to board of directors of agency.

**Robert E. Daiger,** vice president, VanSant, Dugdale & Co., Baltimore, elected executive vice president. **William M. Dugdale** and **Daniel J. Loden** elevated to vice presidents.

**Howard Stanley,** sales and general manager, WEAM Arlington, to M. Belmont Ver Standig Adv., Washington, D. C., as vice president in charge of creative departments.

**Murray Harlow** elected vice president, Cavanaugh Morris Adv., Pittsburgh, Pa.

**Clarence Gotsch,** head of own advertising agency, to Robertson, Buckley & Gotsch Inc., Chicago.

**Stanley N. Armitage** and **Arthur H. Simmers** to Associated Advertisers Inc., Harrisburg, Pa., as junior account executive and copywriter, respectively.

**Winston W. Kirchert,** J. D. Tarcher & Co., N. Y., to media department, Ted Bates & Co., N. Y.

**Jean Phillips,** associate editor, *Country Gentleman,* to N. W. Ayer & Son, Phila., in copy department. **Lee Cox,** public relations director, John Falkner Arndt & Co., to Ayer copywriting staff, and **Bruce F. Green,** art director of promotion department, *Evening Bulletin,* to agency as art director.

**Robert C. Harnack,** account executive, WFMJ-TV Youngstown, Ohio, to Paul Smith Adv., same city, as radio-TV director.

**Paul Knight,** supervisor of remote telecasts, KHJ-TV Hollywood, to Jimmy Fritz & Assoc., that city, as radio-TV director.

**Dick Smith** and **Frank Bull,** partners in Smith & Bull Adv. Agency, Hollywood, have dissolved partnership, with latter forming **Frank Bull & Co.,** that city, with offices at 1239 N. Highland. Telephone is Gladstone 4194. **Mel Roach,** general manager and account executive, **Rudy Perkal,** account executive, **Hank Konysky,** public relations director, and **Jane Darden,** time buyer, Smith & Bull, join Mr. Bull in same capacities.

**Walter Ruch,** *New York Times,* to Gray & Rogers, Phila., on publicity staff.

**Otis Roberts,** art director, *Pathfinder* magazine, becomes partner of Myron J. Mitchel Adv., Phila.

**Philip J. Eitzen, Thomas E. Yerxa** and **Bruce F. Green** to art department of N. W. Ayer & Son, Phila.

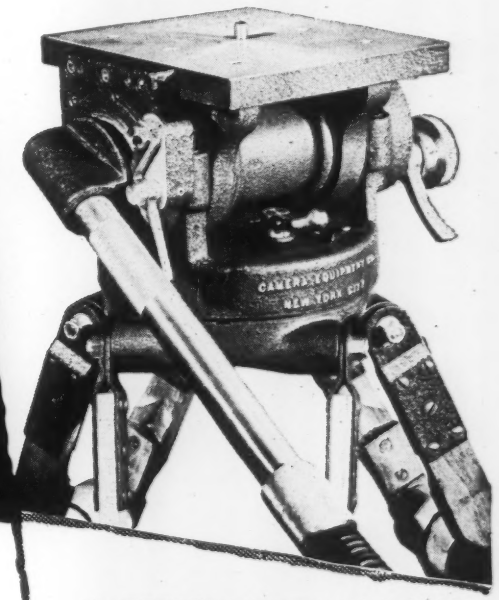
**Don Quinn,** creator of NBC radio *Fibber McGee and Molly, Halls of Ivy, Great Gildersleeve* and CBS Radio *Beulah,* to Young & Rubicam Inc., Hollywood, as supervisor on all agency's comedy shows.

**Eleanor Rogers,** copy staff, BBDO, N. Y., transfers to firm's S. F. office in same capacity.

**William B. Phillips,** Wasser, Kay & Phillips Inc., Pittsburgh, Pa., has resigned.

**Victor C. Boccard, Ross M. Dunshee** and **Fred L. Jacobsen** form Boccard, Dunshee & Jacobsen Inc., 610 Santa Fe Dr., Denver. They will serve as president, executive vice president and


From Station Break to Feature . . . the NEW "BALANCED" TV Tripod is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

secretary-treasurer, respectively. Sales manager is **Kenneth Thurston.**

**Alman J. Taranton,** account executive, Ted Bates & Co., elected to board of directors of The Morton Packing Co., Louisville, Ky., packer of frozen meat pies.

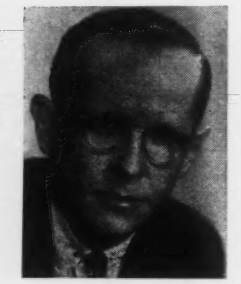
**Harry Bell,** copywriter, BBDO, N. Y., to agency's Los Angeles office, as copy chief. He succeeds **William R. Simpson** who transfers to agency's San Francisco office in same capacity.

**Howard Dahms,** R. E. Lovekin Corp., Phila., to copy staff, Geare-Marston, Phila.

## Stations

**Herbert L. Krueger,** station manager, WTAG Worcester, Mass., elected vice president and director of WTAG Inc., licensee of station.

**George W. Campbell,** program director, WOL Washington, appointed assistant station manager. **Edwin Charles,** account executive, appointed director of local sales. **Jerry Theodore** to station as account executive. **Earl R. Wood** appointed publicity director.



Mr. Jones

**Raymond E. Jones,** CBS - TV network sales service staff, to KGUL-TV Galveston, as assistant to **Paul Taft,** president and general manager.

**Les E. Gradick,** WEAS Decatur, Ill., chief engineer, promoted to technical director of that station and WJIV Savannah, WGOV Valdosta, and KWEM Memphis.

**Arnold B. Fort,** station and commercial manager, WOOK Washington, to WMAL-TV that city, on sales staff.

**Owen Dietz** appointed manager, WETZ New Martinsville, W. Va.

**Robert D. Frye,** commercial manager, WOBT Rhinelander, Wis., named general manager WATK Antigo, Wis.

**Warren A. Anderson,** former general manager, WPDR Portage, Wis., to WBEL Rockford, Ill., in executive capacity.

**E. L. Tyson,** WWJ Detroit executive, retires March 27.

**Sol Chain,** manager of WBIB (FM) New Haven, resigns to devote full time to *Info Magazine,* monthly entertainment guide which he founded in 1951.

**Robert M. Drummond,** commercial manager, WVVW-WJPB Fairmont, W. Va., appointed station manager of WVVW succeeding **Numa Fabre Jr.,** who moves to WMBS Uniontown, Pa., as director of news-programming. **Richard McBride** promoted to chief engineer, WVVW.

52 SHOWS READY FOR YOU
**The Sportsman's Club**
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

**NEWLY promoted by WOW-TV Omaha are (l to r) Eldon Anspach, new production manager; Bill McBride, named program director, and Jack Mazzie, executive producer.**

**Albert H. Chismark,** head of technical operations, WTRY Troy, N. Y., adds duties of assistant station manager.

**Frederick Jenkins Jr.,** formerly with production staff, CBS New York, to sales staff, WICC Bridgeport, Conn.

**Lefferts A. McClelland,** technical director on NBC-TV's *Meet the Press, Ask Washington* and *Camel News Caravan,* appointed director of operations for WRC and WNBW (TV) Washington, succeeded by **John McCollom.**

**Stuart Weissman** and **N. R. Madonna** to WABC New York spot sales staff as account executives.

**Wes Hopkins,** newscaster and disc jockey with WNEW New York, named program director of WTTM Trenton.

**Happy Ison,** WORZ Orlando hillbilly personality, promoted to program director of station.

**G. Frank Crandon,** engineering staff, WLAM Lewiston, Me., appointed chief engineer, WPMT (TV) Portland, Me.

**John W. Thayer,** WEWS Cleveland engineering staff, appointed chief transmitter engineer at station.

**Lolita Diaz** to WFMY-TV Greensboro, N. C., as assistant to promotion manager, **Arthur Stringer.**

**Cal B. Kolby,** former station manager, WBIS Bristol, Conn., to announcing staff, WDRC-AM-FM Hartford.

**Jimmy Trippe** to WBHP Huntsville, Ala., as announcer-salesman.

**Russ Sheppard,** news director, CJCA Edmonton, elected president of Alberta Legislative Assembly Press Gallery Assn.

**Ed Ewing** and **Norton Lock** to production staff, WLWT (TV) Cincinnati.

**Barbara Delaney** to traffic and continuity staff, WOKZ Alton, Ill., replacing **Suzy Zimmerman,** who has resigned.

**Pat G. Smith** to traffic department, KRIZ Phoenix, Ariz.

**Don B. Curran,** KGWA Enid, Okla., to KOMO Oklahoma City, as sales promotion manager. **Frank Holloway,** latter station's sales staff, resigns to enter private business. **Lola Hall,** traffic staff, KOMO, to WKY-TV Oklahoma City. **Gilbert L. Legler** to KOMO engineering staff.

**Forrest Davis,** former associate editor of *Saturday Evening Post,* to Crosley Broadcasting Corp., Cincinnati, as observer-newscaster.

**Charles K. Oppenheimer** to continuity staff, WLEC Sandusky, Ohio. **Bennet L. Bade** to station's engineering staff.

**Bernie Allen** returns to announcing staff, WIND Chicago, after discharge from U. S. Army.

**Bob Gerson,** WSB-TV Atlanta salesman, transfers to WBS-AM-TV publicity and promotion department.

**Frank E. Derry Jr.,** appointed manager of press and publicity, WTAM and WNBK (TV) Cleveland, after discharge from U. S. Army.

**Warren Walden,** WJAR-TV Providence sportscaster, named "1952 Man of the Year in Rhode Island" and presented with the 29th annual E. Joseph Tierney Memorial Award for contributions to community activities in state.

**Bob Longenecker,** Hollywood talent agent and head of TELEPAK, production-distribution firm, adds duties as host-m.c. on KNXT (TV) that city *The Late Show* daily feature film series.

**Don Blanding,** author-artist, to KONA (TV) Honolulu as star of *Mr. Vagabond's House,* thrice weekly quarter-hour program.

**Howard Brown,** chief announcer, WTVJ (TV) Miami, father of girl, Mindy Felicia.

**John North,** account executive for WOR-TV and KHJ-TV offices in Chicago, father of girl, Victoria Shirley.

**George McLinn,** 68, supervisor of sports broadcasts at WIP Philadelphia, died March 8.

## Networks

**Win Uebel,** former member of NBC Chicago advertising and promotion staff, rejoins network as assistant to **Tom Lauer,** radio TV sales service manager of NBC Central Div.

**Grant L. Sewall,** announcer, KCBQ San Diego, to CBS Radio Hollywood as associate director.

**Thaine Engle,** former director of publicity, promotion and merchandising, WBAP-AM-FM-TV Fort Worth, Tex., to NBC-TV New York, as supervisor of audience promotion.

**George W. Fuerst,** ABC-TV salesman, appointed NBC-TV spot sales representative in San Francisco area, succeeding **Carl Nielsen,** resigned.

**Stefan Hatos,** associated with CBS-TV *Al Pearce Show,* transfers to Hollywood as producer-director on network's *There's One in Every Family.* **Dean Miller,** former Cincinnati TV personality now under contract to CBS-TV, replaces **John Reed King** as m.c.

**Doris Campbell** named manager of CBS Radio Spot Sales contract operations, replacing **Grayce McDonald,** who has been transferred to Chicago as head of network's midwest radio spot sales contract department.

**William Loudon,** broadcast coordinator, production operations department, NBC-TV Western Div., promoted to spot sales service manager.

**Bill Gay,** producer-director for Foote, Cone &

**Belding** ...c., Hollywood, on CBS Radio *Hallmark Playhouse* (Hall Bros.), shifts to CBS Rad... in same capacity on *Hall of Fame*, new prog...m title.

**Charles ... Dunbar,** sales staff of Avery-Knodel, N. Y., s...tion representatives, to WOR New York sale... staff as account executive.

**Max Ree...** 64, art director on NBC-TV *All Star Revue*, di...d March 7 in Hollywood.

**Joseph L. Bobes,** 45, production manager of ABC's ad...ertising and promotion department, died Mar...h 11.

## Manufacturing

**Herbert A. Gumz** appointed executive vice president and **Norman C. Owen** vice president in charge of sales at Webster-Chicago Corp.

**W. M. Chamard,** comptroller, RCA Victor Co. Ltd., Montreal, elected to membership in Controllers Institute, N. Y.

**Kenneth A. Hoagland,** assistant engineering manager of cathode-ray tube div., Allen B. DuMont Labs., named chief engineer of division, replacing **Alfred Y. Bentley,** recently appointed chief engineer DuMont's television receiver division.

**Albert F. Watters,** director of personnel, elected vice president in charge of personnel, RCA Victor Div., RCA, Camden, N. J.

Mr. Watters

**Clifford W. Yung** to sales staff, Monsanto Chemical Co.'s merchandising div., St. Louis. He will represent firm in Indiana, Michigan and Lucas County, (Ohio).

**Charles H. Wright** appointed assistant to **L. F. Cramer,** vice president, Avco Mfg. Corp.'s Crosley electronics operations.

**J. W. Riddell,** salesman for Graybar Electric Co., appointed manager of Reading, Pa. branch of company, succeeding **T. J. Hopkins** who died Jan. 29. **H. E. Orr,** Graybar salesman, named operating manager of firm's Amarillo branch.

## Representatives

**John Geddes,** CBS Radio Spot Sales account executive, to Edward Petry & Co., station representative firm, as TV account executive in New York office.

**John Soell,** DuMont Television Network sales staff, and **Larry Hasbrouck** of ABC Spot Sales to sales staff of H-R Representatives, N. Y., station representation firm.

**Keith Dare,** television sales staff of The Katz Agency, N. Y., station representatives, father of boy March 7.

## Professional Services

**Russell P. May,** consulting engineer, relocates at Sheraton Bldg., Washington, D. C.

**Gordon Stulberg,** attorney for Screen Writers Guild, Hollywood, and **Helen Harwood,** former member, CBS script department, were married March 8.

## Services

**Bill Wiener,** publicist, ABC Western Div., becomes partner in Hal & Bill Wiener, L. A., public relations firm, headquartered at 707 Philharmonic Auditorium. Telephone is Madison 9-2689.

**Evan R. Peters,** account executive, J. Walter Thompson Co., S. F., to Pierce & Co., that city, public relations firm, as vice president, with new offices at 214 Front St. Telephone is Yukon 2-3950.

**Stephen H. Baer,** assistant publicity manager, Los Angeles Chamber of Commerce, to Bishop & Assoc., that city, public relations firm, as director of publicity.

**John F. White Jr.** to McKinsey & Co., N. Y., management consultant firm, as marketing consultant.

**John P. Broderick,** former vice president and director of Doremus & Co., N. Y., has opened own publicity and advertising consultant firm at 52 Broadway.

## Government

**Norma MaDan,** assistant to director of Clear Channel Bctsg. Service, to Joint Congressional Recording Facility in the Capitol at Washington.


Buy where
you get the most —

**It's not enough to just put a program on the air. When you select a station, you should expect to get the best service and station cooperation to insure your program's success.**

**As one agency recently wrote: "The efforts that your station has put behind our programming have been by far the outstanding highlight of station cooperation in our many television markets."**

**This is another reason why more local retail and national spot advertisers sponsor programs on WGN-TV.**

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

## WOR CASE HISTORIES

"IT WORKs," theme used by WOR New York in recent advertising campaign, has been incorporated into a promotion booklet, thumb-indexed with colored tabs, which has been sent out to advertisers and agencies. It presents case histories of WOR's successful advertisers in 12 categories, giving sales figures, results, and advertiser testimonials.

## MATCHLESS ADVERTISING

GIANT matchbooks have been mailed to 1,500 advertisers and agency men by KBIG Avalon, Calif., reading "For a BIG MATCH . . . look inside. For a BIG BUY that's matchless, check KBIG, giant economy package of Southern Calif. radio." Back book cover contains a schedule of the station's daily, weekly and monthly special spot announcement packages.

## AP FARM SERIES

NEW 10-minute farm news program, *Around the Farm Around the Country*, is being distributed by AP Radio on a 13-week basis. AP said the weekly script will highlight "farm news from here and there." It was conceived by Fred Wackernagel, AP Radio farm and markets editor.

## 'ANIMAL FUN' FOR KIDS

NEW program for pre-school age children in tradition of NBC-TV's *Ding Dong School*, which it follows, has been started by WNBQ (TV) Chicago Monday through Friday. Titled *Animal Fun*, program features Win Stracke, actor and balladeer, with assorted live animal guests. Program is designed as a complement to *Ding Dong* and to provide entertainment of a sort "that will offer a hidden and painless kind of education as well," according to WNBQ (TV). Series is directed by Len Salvo Jr.

## RADIO AND AIR TRAVEL

RADIO's contribution to rapid growth of California Central Airlines is outlined in a 4-page presentation distributed by BAB to members last week. Titled "These Planes 'Got Off the Ground' Fast—They're Pushed by Radio," the BAB pamphlet notes that the company spends as much in radio as in all other media combined. The new presentation is a follow-up to BAB's recently released "CAVU for Airlines with Radio Advertising," which describes the sales advantages of radio to airline buyers of advertising.

## CUT ADVERTISING COSTS

PROMOTION piece in the form of a blotter with scissors attached tells advertisers how "To Cut Advertising Costs" on KYW Philadelphia. "Chances are," the copy points out, "that you can trim ad expenses by using KYW."

## SHOPPING SERVICE RESULTS

WAAM (TV) Baltimore reported that on a single day 1,779 callers bought 2,855 items through their twice-daily program, *Shopping for You*. Penny Chase demonstrates the articles selected from retail stores throughout Baltimore from a permanent "home" set, consisting of a living room and completely-equipped kitchen. The shopping service, a WAAM feature since September, 1949 appears from 1-1:45 p.m. and from 6-6:45 p.m., Monday through Friday. Directors are Ed Sarrow and Harvey Jerome.

IN CHICAGO
More Stancil-Hoffman S-5 Synchronous Magnetic Film Recorders are in use—more new S-5 installations are being made, than of any other synchronous recorder.
Television and Motion Picture producers the world over agree that for quality, price and versatility their choice is the Stancil-Hoffman S-5.
Write for complete information
921 North Highland Avenue
Hollywood 38, California
Cable Address: STANHOFF
STANCIL-HOFFMAN
Complete Recording Systems from Microphone To Release Print
H. J. Geist & Assoc.
60 E. 42nd Street
New York 17, N.Y.
S. W. Caldwell, Ltd.
150 Simcoe Street
Toronto 1, Canada
W. Cozzens
220 Kedzie St.
Evanston, Ill.
S.O.S. Recording
1545 N. Beretania
Honolulu, Hawaii



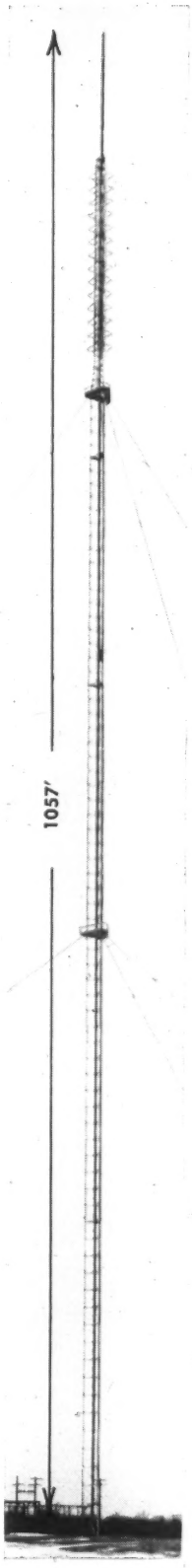

## State of Arkansas Radio & Television 1950 Census of Housing

(For story, see Facts & Figures section)

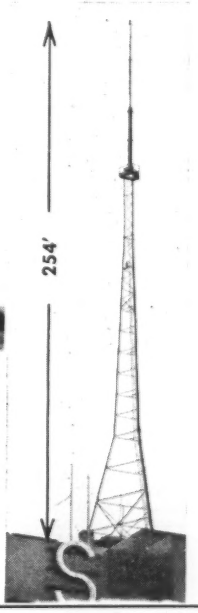
| Area | Total Population | RADIO: Dwellings reporting | RADIO: With Radio 1950: Number | RADIO: With Radio 1950: Per Cent | Per Cent TV |
|---|---|---|---|---|---|
| The State S.M.A. | 1,909,511 | 517,945 | 463,725 | 89.5 | 1.2 |
| Little Rock-North Little Rock | 196,685 | 55,970 | 52,605 | 94.0 | 0.7 |
| URBANIZED AREAS | | | | | |
| Fort Smith | 56,046 | 17,215 | 16,185 | 94.0 | 0.6 |
| Little Rock-North Little Rock | 153,643 | 45,135 | 42,750 | 94.7 | 0.7 |
| URBAN PLACES | (10,000 or more) | | | | |
| Blytheville | 16,234 | 5,050 | 4,530 | 89.7 | 4.2 |
| Camden | 11,372 | 3,360 | 3,020 | 89.9 | 0.3 |
| El Dorado | 23,076 | 7,075 | 6,545 | 92.5 | 0.6 |
| Fayetteville | 17,071 | 4,665 | 4,480 | 96.0 | 0.9 |
| Fort Smith | 47,942 | 14,865 | 13,990 | 94.1 | 0.6 |
| Helena | 11,236 | 3,675 | 3,030 | 82.4 | 1.4 |
| Hot Springs | 29,307 | 9,470 | 8,705 | 91.9 | 0.5 |
| Jonesboro | 16,310 | 4,695 | 4,435 | 94.5 | 4.4 |
| Little Rock | 102,213 | 30,700 | 29,365 | 95.7 | 0.7 |
| North Little Rock | 44,097 | 12,505 | 11,640 | 93.1 | 0.5 |
| Pine Bluff | 37,162 | 11,115 | 10,015 | 90.1 | 0.4 |
| Texarkana | 15,875 | 4,800 | 4,395 | 91.6 | 1.8 |
| COUNTIES | | | | | |
| Arkansas | 23,665 | 6,535 | 5,930 | 90.7 | 0.4 |
| Ashley | 25,660 | 6,595 | 5,725 | 86.8 | 0.5 |
| Baxter | 11,683 | 3,255 | 2,870 | 88.2 | 0.6 |
| Benton | 38,076 | 11,580 | 10,810 | 93.4 | 1.0 |
| Boone | 16,260 | 4,760 | 4,520 | 95.0 | 0.7 |
| Bradley | 15,987 | 4,265 | 3,745 | 87.8 | 0.7 |
| Calhoun | 7,132 | 1,945 | 1,640 | 84.3 | 0.3 |
| Carroll | 13,244 | 3,950 | 3,645 | 92.3 | 1.3 |
| Chicot | 22,306 | 6,280 | 4,890 | 77.9 | 0.6 |
| Clark | 22,998 | 6,185 | 5,640 | 91.2 | 0.6 |
| Clay | 26,674 | 7,145 | 6,720 | 94.1 | 1.5 |
| Cleburne | 11,487 | 3,160 | 2,845 | 90.0 | 0.5 |
| Cleveland | 8,956 | 2,300 | 2,050 | 89.1 | 0.2 |
| Columbia | 28,770 | 7,720 | 6,730 | 87.2 | 0.9 |
| Conway | 18,137 | 4,810 | 4,395 | 91.4 | 0.8 |
| Craighead | 50,613 | 13,235 | 12,435 | 94.0 | 2.8 |
| Crawford | 22,727 | 6,265 | 5,645 | 90.1 | 0.6 |
| Crittendon | 47,184 | 11,835 | 9,455 | 79.9 | 3.6 |
| Cross | 24,757 | 6,150 | 5,435 | 88.4 | 2.7 |
| Dallas | 12,416 | 3,240 | 2,735 | 84.4 | 1.4 |
| Desha | 25,155 | 6,260 | 5,230 | 83.5 | 0.4 |
| Drew | 17,959 | 4,695 | 4,045 | 86.2 | 1.5 |
| Faulkner | 25,289 | 6,715 | 6,270 | 93.4 | 1.2 |
| Franklin | 12,358 | 3,520 | 3,190 | 90.6 | 0.6 |
| Fulton | 9,187 | 2,565 | 2,345 | 91.4 | 0.6 |
| Garland | 47,102 | 14,420 | 13,255 | 91.9 | 0.5 |
| Grant | 9,024 | 2,410 | 2,175 | 90.2 | 2.1 |
| Greene | 29,149 | 7,895 | 7,420 | 94.0 | 1.0 |
| Hempstead | 25,080 | 6,950 | 6,100 | 87.8 | 1.3 |
| Hot Springs | 22,181 | 6,005 | 5,535 | 92.2 | 0.2 |
| Howard | 13,342 | 3,790 | 3,415 | 90.1 | 2.1 |
| Independence | 23,488 | 6,405 | 5,905 | 92.2 | 1.0 |
| Izard | 9,953 | 2,670 | 2,465 | 92.3 | 0.2 |
| Jackson | 25,912 | 6,780 | 6,025 | 88.9 | 1.0 |
| Jefferson | 76,075 | 20,740 | 17,710 | 85.4 | 0.4 |
| Johnson | 16,138 | 4,640 | 4,255 | 91.7 | 0.7 |
| Lafayette | 13,203 | 3,545 | 3,015 | 85.0 | 3.5 |
| Lawrence | 21,303 | 5,625 | 5,310 | 94.4 | 1.3 |
| Lee | 24,322 | 6,010 | 4,910 | 81.7 | 1.9 |
| Lincoln | 17,079 | 4,130 | 3,355 | 81.2 | 1.3 |
| Little River | 11,690 | 3,220 | 2,645 | 82.1 | 0.5 |
| Logan | 20,260 | 5,415 | 5,040 | 93.1 | 0.6 |
| Lomoke | 27,278 | 7,170 | 6,375 | 88.9 | 0.8 |
| Madison | 11,734 | 3,150 | 2,840 | 90.2 | 0.5 |
| Marion | 8,609 | 2,485 | 2,185 | 87.9 | 0.4 |
| Miller | 32,614 | 9,005 | 7,895 | 87.7 | 1.3 |
| Mississippi | 82,375 | 20,555 | 17,470 | 85.0 | 3.9 |
| Monroe | 19,540 | 5,015 | 4,170 | 83.2 | 2.0 |
| Montgomery | 6,680 | 1,840 | 1,675 | 91.0 | 1.4 |
| Nevada | 14,781 | 3,965 | 3,490 | 88.0 | 0.5 |
| Newton | 8,685 | 2,115 | 1,885 | 89.1 | 0.2 |
| Quachita | 33,051 | 8,995 | 8,000 | 88.9 | 0.4 |
| Perry | 5,978 | 1,705 | 1,505 | 88.3 | 0.3 |
| Phillips | 46,254 | 12,530 | 10,145 | 81.0 | 1.2 |
| Pike | 10,032 | 2,825 | 2,650 | 93.8 | 0.6 |
| Poinsett | 39,311 | 9,290 | 8,270 | 89.0 | 3.9 |
| Polk | 14,182 | 4,120 | 3,580 | 86.9 | 1.0 |
| Pope | 23,291 | 6,320 | 5,835 | 92.3 | 1.0 |
| Prairie | 13,768 | 3,610 | 3,220 | 89.2 | 2.1 |
| Pulaski | 196,685 | 55,970 | 52,605 | 94.0 | 0.7 |
| Randolph | 15,982 | 4,040 | 3,655 | 90.5 | 0.9 |
| St. Francis | 36,841 | 9,210 | 7,745 | 84.1 | 2.3 |
| Saline | 23,816 | 5,810 | 5,410 | 93.1 | 0.4 |
| Scott | 10,057 | 2,810 | 2,530 | 90.0 | 0.2 |
| Searcy | 10,424 | 2,825 | 2,395 | 84.8 | 1.4 |
| Sebastian | 64,202 | 19,300 | 18,160 | 94.1 | 0.7 |
| Sevier | 12,293 | 3,420 | 3,100 | 90.6 | 0.1 |
| Sharp | 8,999 | 2,385 | 2,190 | 91.8 | 3.0 |
| Stone | 7,662 | 2,010 | 1,795 | 89.3 | 1.7 |
| Union | 49,686 | 14,095 | 12,675 | 89.9 | 0.5 |
| Van Buren | 9,687 | 2,610 | 2,375 | 91.0 | 0.8 |
| Washington | 49,979 | 14,260 | 13,360 | 93.7 | 1.0 |
| White | 38,040 | 10,220 | 9,385 | 91.8 | 0.6 |
| Woodruff | 18,957 | 4,695 | 4,060 | 86.5 | 0.7 |
| Yell | 14,057 | 3,975 | 3,620 | 91.1 | 0.3 |

State of Michigan
Radio & Television
950 Census of Housing

| Area | Total Population | RADIO: Dwellings reporting | RADIO: With Radio 1950: Number | RADIO: With Radio 1950: Per Cent | Per Cent TV |
|---|---|---|---|---|---|
| Radio and TV—1950 U. S. Census of Housing—Michigan | | | | | |
| The State | 6,371,766 | 1,766,345 | 1,728,775 | 97.9 | 14.6 |
| S.M.A. | | | | | |
| Bay City | 88,461 | 24,575 | 24,115 | 98.1 | 0.7 |
| Detroit | 3,016,197 | 818,655 | 806,795 | 98.6 | 26.2 |
| Flint | 270,963 | 77,630 | 76,485 | 98.5 | 3.1 |
| Grand Rapids | 288,292 | 84,060 | 82,745 | 98.4 | 8.4 |
| Jackson | 107,925 | 30,155 | 29,520 | 97.9 | 3.5 |
| Kalamazoo | 126,707 | 36,120 | 35,410 | 98.0 | 6.7 |
| Lansing | 172,941 | 48,955 | 47,960 | 98.0 | 3.0 |
| Saginaw | 153,515 | 42,465 | 41,600 | 98.0 | 1.0 |
| URBANIZED AREA | | | | | |
| Detroit | 2,659,398 | 725,685 | 715,395 | 98.6 | 26.4 |
| Flint | 197,631 | 57,565 | 56,685 | 98.5 | 2.5 |
| Grand Rapids | 226,817 | 66,825 | 65,850 | 98.5 | 8.9 |
| Kalamazoo | 83,332 | 24,070 | 23,645 | 98.2 | 6.6 |
| Lansing | 134,052 | 38,040 | 37,365 | 98.2 | 2.8 |
| Muskegon | 85,245 | 24,680 | 24,170 | 97.9 | 4.1 |
| Pontiac | 92,573 | 25,035 | 24,735 | 98.8 | 24.1 |
| Saginaw | 105,939 | 29,780 | 29,205 | 98.1 | 1.0 |
| URBAN PLACES (10,000 or more) | | | | | |
| Adrian | 18,393 | 5,550 | 5,425 | 97.7 | 9.1 |
| Albion | 10,406 | 2,780 | 2,735 | 98.4 | 1.4 |
| Allen Park | 12,329 | 3,095 | 3,085 | 99.7 | 42.2 |
| Alpena | 13,135 | 3,815 | 3,750 | 98.3 | 0.3 |
| Ann Arbor | 48,251 | 11,185 | 11,080 | 99.1 | 12.2 |
| Battle Creek | 48,666 | 14,955 | 14,695 | 98.3 | 3.8 |
| Bay City | 52,523 | 15,300 | 14,985 | 97.9 | 0.9 |
| Benton Harbor | 18,769 | 5,815 | 5,640 | 97.0 | 6.3 |
| Berkley | 17,931 | 4,800 | 4,770 | 99.4 | 37.4 |
| Birmingham | 15,467 | 4,580 | 4,575 | 99.9 | 29.9 |
| Cadillac | 10,425 | 3,120 | 3,070 | 98.4 | 0.8 |
| Dearborn | 94,994 | 26,495 | 26,220 | 99.0 | 31.1 |
| Detroit | 1,849,568 | 505,990 | 498,105 | 98.4 | 24.4 |
| East Detroit | 21,461 | 5,555 | 5,525 | 99.5 | 36.6 |
| East Lansing | 20,325 | 3,735 | 3,705 | 99.2 | 3.0 |
| Ecorse | 17,948 | 4,305 | 4,245 | 98.6 | 22.9 |
| Escanaba | 15,170 | 4,435 | 4,310 | 97.2 | 0.3 |
| Ferndale | 29,675 | 8,350 | 8,300 | 99.4 | 33.1 |
| Flint | 163,143 | 48,020 | 47,255 | 98.4 | 2.4 |
| Grand Rapids | 176,515 | 53,290 | 52,460 | 98.4 | 8.1 |
| Grosse Pointe Park | 13,075 | 3,755 | 3,740 | 99.6 | 36.8 |
| Grosse Pointe Woods | 10,381 | 2,900 | 2,875 | 99.1 | 40.1 |
| Hamtramck | 43,355 | 11,875 | 11,590 | 97.6 | 21.3 |
| Hazel Park | 17,770 | 4,785 | 4,745 | 99.2 | 32.9 |
| Highland Park | 46,393 | 14,305 | 14,085 | 98.5 | 18.7 |
| Holland | 15,858 | 4,680 | 4,650 | 99.4 | 5.3 |
| Inkster | 16,728 | 3,935 | 3,835 | 97.5 | 24.8 |
| Ironwood | 11,466 | 3,540 | 3,495 | 98.7 | 1.1 |
| Jackson | 51,088 | 15,690 | 15,340 | 97.8 | 2.5 |
| Kalamazoo | 57,704 | 16,785 | 16,420 | 97.8 | 4.8 |
| Lansing | 92,129 | 28,080 | 27,620 | 98.4 | 2.8 |
| Lincoln Park | 29,310 | 8,045 | 7,985 | 99.3 | 35.2 |
| Livonia | 17,534 | 4,725 | 4,695 | 99.4 | 31.7 |
| Marquette | 17,202 | 4,510 | 4,460 | 98.9 | 0.1 |
| Menominee | 11,151 | 3,185 | 3,120 | 98.0 | 0.3 |
| Midland | 14,285 | 3,955 | 3,910 | 98.9 | 0.4 |
| Monroe | 21,467 | 6,030 | 5,890 | 97.7 | 21.1 |
| Mount Clements | 17,027 | 4,755 | 4,715 | 99.2 | 22.5 |
| Mount Pleasant | 11,393 | 2,865 | 2,785 | 97.2 | 0.5 |
| Muskegon | 48,429 | 14,540 | 14,255 | 98.0 | 3.7 |
| Muskegon Heights | 18,828 | 5,180 | 5,035 | 97.2 | 3.7 |
| Niles | 13,145 | 4,040 | 3,985 | 98.6 | 3.2 |
| Owosso | 15,948 | 4,940 | 4,805 | 97.3 | 1.4 |
| Pontiac | 73,681 | 19,755 | 19,480 | 98.6 | 22.9 |
| Port Huron | 35,725 | 10,770 | 10,535 | 97.8 | 7.4 |
| River Rouge | 20,549 | 5,390 | 5,280 | 98.0 | 25.1 |
| Roseville | 15,816 | 4,245 | 4,165 | 98.1 | 28.0 |
| Royal Oak | 46,898 | 13,070 | 13,000 | 99.5 | 31.7 |
| Saginaw | 92,918 | 26,340 | 25,805 | 98.0 | 1.0 |
| St. Clair Shores | 19,823 | 5,395 | 5,390 | 99.9 | 34.8 |
| St. Joseph | 10,223 | 3,205 | 3,170 | 98.9 | 7.9 |
| Sault Ste. Marie | 17,912 | 4,995 | 4,870 | 97.5 | 0.3 |
| Springfield Place-Lakeview (uninc.) | 13,161 | 3,915 | 3,890 | 99.4 | 7.0 |
| Traverse City | 16,974 | 4,125 | 4,045 | 98.1 | 0.4 |
| Willow Run(uninc.) | 11,365 | 3,180 | 3,160 | 99.4 | 8.8 |
| Wyandotte | 36,846 | 10,005 | 9,840 | 98.4 | 33.1 |
| Ypsilanti | 18,302 | 5,025 | 4,920 | 97.9 | 14.7 |
| COUNTIES | | | | | |
| Alcona | 5,856 | 1,675 | 1,610 | 96.1 | 0.9 |
| Alger | 10,007 | 2,630 | 2,375 | 90.3 | 0.4 |
| Allegan | 47,493 | 13,750 | 13,380 | 97.3 | 6.9 |
| Alpena | 22,189 | 6,145 | 5,945 | 96.7 | 0.3 |
| Antrim | 10,721 | 3,015 | 2,820 | 93.5 | 0.7 |
| Arenac | 9,644 | 2,730 | 2,545 | 93.2 | 1.1 |
| Baraga | 8,037 | 2,235 | 2,050 | 91.7 | 0.4 |
| Barry | 26,183 | 7,750 | 7,530 | 97.2 | 6.6 |
| Bay | 88,461 | 24,575 | 24,115 | 98.1 | 0.7 |
| Benzie | 8,306 | 2,460 | 2,300 | 93.5 | 0.4 |
| Berrien | 115,702 | 34,105 | 33,170 | 97.3 | 6.9 |
| Branch | 30,202 | 8,605 | 8,385 | 97.4 | 1.7 |
| Calhoun | 120,813 | 33,985 | 33,300 | 98.0 | 3.7 |
| Cass | 28,185 | 8,480 | 8,150 | 96.1 | 3.1 |
| Charlevoix | 13,475 | 3,780 | 3,580 | 94.7 | 0.5 |
| Cheboygan | 13,731 | 3,825 | 3,460 | 90.5 | 0.3 |
| Chippewa | 29,206 | 8,040 | 7,510 | 93.4 | 0.8 |
| Clare | 10,253 | 2,920 | 2,730 | 93.5 | 0.7 |
| Clinton | 31,195 | 8,805 | 8,630 | 98.0 | 1.7 |
| Crawford | 4,151 | 1,200 | 1,130 | 94.2 | 1.7 |
| Delta | 32,913 | 9,300 | 8,950 | 96.2 | 0.9 |
| Dickinson | 24,844 | 7,490 | 7,315 | 97.7 | 0.3 |
| Eaton | 40,023 | 11,675 | 11,435 | 97.9 | 3.5 |


Tall or short . . . for TV, Microwave, AM, FM . . . IDECO has the tower know-how.

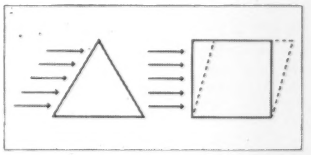



# BUY A TOWER IN A PACKAGE?

**Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.**

***Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.***

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

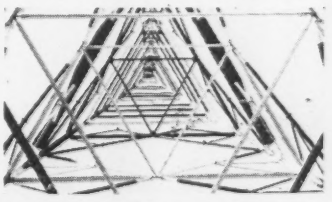


**SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION**

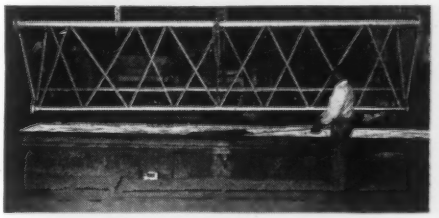
The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

**NO UNDUE STRESS OR STRAIN IN IDECO TOWERS**

Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.



**COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING**



Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

IDECO

IDECO DIVISION, *Dresser-Stacey Company*
*Dept. T, Columbus 8, Ohio*
*Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.*

complete coverage

BECAUSE

IT IS CENTRAL NEW YORK'S MOST POWERFUL TV STATION.

ITS POWER IS NOW 50,000 WATTS.

ITS NEW TOWER IS HIGHER THAN ANY OTHER IN CENTRAL NEW YORK

ITS LOCATION IS THE INDUSTRIAL HEARTLAND OF NEW YORK STATE

SEE YOUR NEAREST KATZ AGENCY

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION




| Area | Total Population | RADIO: Dwellings reporting | RADIO: With Radio 1950: Number | RADIO: With Radio 1950: Per Cent | Per Cent TV |
|---|---|---|---|---|---|
| Emmet | 16,534 | 4,695 | 4,450 | 94.8 | 0.6 |
| Genesee | 270,963 | 77,630 | 76,485 | 98.5 | 3.1 |
| Gladwin | 9,451 | 2,615 | 2,470 | 94.5 | 0.4 |
| Gogebic | 27,053 | 8,105 | 7,680 | 94.8 | 0.7 |
| Grand Traverse | 28,598 | 7,290 | 7,045 | 96.6 | 0.5 |
| Gratiot | 33,429 | 9,645 | 9,290 | 96.3 | 0.8 |
| Hillsdale | 31,916 | 9,535 | 9,295 | 97.5 | 2.1 |
| Houghton | 39,771 | 11,700 | 11,325 | 96.8 | 0.7 |
| Huron | 33,149 | 8,795 | 8,510 | 96.8 | 0.6 |
| Ingham | 172,941 | 48,955 | 47,960 | 98.0 | 3.0 |
| Ionia | 38,158 | 10,380 | 10,055 | 96.9 | 4.1 |
| Iosco | 10,906 | 3,335 | 3,205 | 96.1 | 0.8 |
| Iron | 17,692 | 5,210 | 4,915 | 94.3 | 0.6 |
| Isabella | 28,964 | 7,515 | 7,250 | 96.5 | 1.1 |
| Jackson | 107,925 | 30,155 | 29,520 | 97.9 | 3.5 |
| Kalamazoo | 126,707 | 36,120 | 35,410 | 98.0 | 6.7 |
| Kalkaska | 4,597 | 1,325 | 1,160 | 98.4 | .. |
| Kent | 288,292 | 84,060 | 82,745 | 98.4 | 8.4 |
| Keweenaw | 2,918 | 860 | 775 | 90.1 | 0.6 |
| Lake | 5,257 | 1,695 | 1,490 | 87.9 | 0.6 |
| Lapeer | 35,794 | 8,775 | 8,590 | 97.9 | 5.4 |
| Leelanau | 8,647 | 2,305 | 2,175 | 94.4 | 1.5 |
| Lenawee | 64,629 | 18,460 | 18,085 | 98.0 | 8.7 |
| Livingston | 26,725 | 7,730 | 7,575 | 98.0 | 9.4 |
| Luce | 8,147 | 1,545 | 1,410 | 91.3 | 0.6 |
| Mackinac | 9,287 | 2,575 | 2,345 | 91.1 | 0.4 |
| Macomb | 184,961 | 48,870 | 48,210 | 98.6 | 27.9 |
| Manistee | 18,524 | 5,625 | 5,340 | 94.9 | 0.4 |
| Marquette | 47,654 | 13,280 | 12,855 | 96.8 | 0.7 |
| Mason | 20,474 | 6,075 | 5,880 | 96.8 | 1.2 |
| Mecosta | 18,968 | 5,230 | 5,010 | 95.8 | 2.0 |
| Menominee | 25,299 | 6,850 | 6,565 | 95.8 | 0.8 |
| Midland | 35,662 | 9,520 | 9,300 | 97.7 | 0.5 |
| Missaukee | 7,458 | 1,965 | 1,860 | 94.7 | 1.5 |
| Monroe | 75,666 | 20,750 | 20,275 | 97.7 | 23.0 |
| Montcalm | 31,013 | 9,425 | 9,140 | 97.0 | 3.6 |
| Montmorency | 4,125 | 1,170 | 1,080 | 92.3 | 2.5 |
| Muskegon | 121,545 | 34,345 | 33,545 | 97.7 | 4.2 |
| Newaygo | 21,567 | 5,965 | 5,710 | 95.7 | 2.6 |
| Oakland | 396,001 | 107,800 | 106,635 | 98.9 | 28.2 |
| Oceana | 16,105 | 4,580 | 4,370 | 95.4 | 2.3 |
| Ogemaw | 9,345 | 2,725 | 2,660 | 97.6 | 0.6 |
| Ontonagon | 10,282 | 3,005 | 2,720 | 90.5 | 0.5 |
| Osceola | 13,797 | 3,900 | 3,710 | 95.1 | 0.8 |
| Oscoda | 3,134 | 835 | 735 | 88.0 | 1.8 |
| Otsego | 6,435 | 1,670 | 1,550 | 92.8 | 0.6 |
| Ottawa | 73,751 | 20,245 | 19,915 | 98.4 | 5.7 |
| Presque Isle | 11,996 | 3,075 | 2,905 | 94.5 | 0.7 |
| Roscommon | 5,916 | 1,845 | 1,730 | 93.8 | 0.5 |
| Saginaw | 153,515 | 42,465 | 41,600 | 98.0 | 1.0 |
| St. Clair | 91,599 | 26,240 | 25,765 | 98.2 | 10.9 |
| St. Joseph | 35,071 | 10,650 | 10,285 | 96.6 | 1.8 |
| Sanilac | 30,837 | 8,850 | 8,525 | 96.3 | 3.3 |
| Schoolcraft | 9,148 | 2,530 | 2,395 | 94.7 | 0.6 |
| Shiawassee | 45,967 | 13,390 | 13,080 | 97.7 | 1.3 |
| Tuscola | 38,258 | 10,005 | 9,720 | 97.2 | 1.2 |
| Van Buren | 39,184 | 12,075 | 11,575 | 95.9 | 4.4 |
| Washtenaw | 134,606 | 33,795 | 33,310 | 98.6 | 14.0 |
| Wayne | 2,435,235 | 661,985 | 651,950 | 98.5 | 25.7 |
| Wexford | 18,628 | 5,425 | 5,240 | 96.6 | 0.8 |

## State of Wisconsin
## Radio & Television
## 1950 Census of Housing

| | | | | | |
|---|---|---|---|---|---|
| The State | 3,434,575 | 958,420 | 937,015 | 97.8 | 9.0 |
| S.M.A. | | | | | |
| Green Bay | 98,314 | 25,985 | 25,625 | 98.6 | 0.8 |
| Kenosha | 75,238 | 21,760 | 21,510 | 98.9 | 10.8 |
| Madison | 169,357 | 45,860 | 45,320 | 98.8 | 1.2 |
| Milwaukee | 871,047 | 246,955 | 243,815 | 98.7 | 25.4 |
| Racine | 109,585 | 31,015 | 30,740 | 99.1 | 11.0 |
| URBANIZED AREAS | | | | | |
| Madison | 110,111 | 29,885 | 29,625 | 99.1 | 1.0 |
| Milwaukee | 829,495 | 237,920 | 234,955 | 98.8 | 25.4 |
| Racine | 76,537 | 22,370 | 22,185 | 99.2 | 10.6 |
| URBAN PLACES | (10,000 | or more) | | | |
| Appleton | 34,010 | 9,840 | 9,780 | 99.4 | 0.4 |
| Ashland | 10,640 | 3,040 | 2,960 | 97.4 | 0.8 |
| Beaver Dam | 11,867 | 3,570 | 3,495 | 97.9 | 5.9 |
| Beloit | 29,590 | 8,950 | 8,815 | 98.5 | 1.1 |
| Chippewa Falls | 11,088 | 3,275 | 3,180 | 97.1 | 0.6 |
| Cudahy | 12,182 | 3,340 | 3,280 | 98.2 | 24.6 |
| Eau Claire | 36,058 | 10,575 | 10,415 | 98.5 | 0.8 |
| Fond du Lac | 29,936 | 8,790 | 8,690 | 98.9 | 1.2 |
| Green Bay | 52,735 | 14,955 | 14,790 | 98.9 | 0.7 |
| Janesville | 24,899 | 7,385 | 7,305 | 98.9 | 1.0 |
| Kenosha | 54,368 | 16,035 | 15,830 | 98.7 | 9.0 |
| La Crosse | 47,535 | 13,620 | 13,450 | 98.8 | 0.5 |
| Madison | 96,056 | 25,950 | 25,710 | 99.1 | 1.0 |
| Manitowoc | 27,598 | 8,180 | 8,030 | 98.2 | 1.5 |
| Marinette | 14,178 | 4,145 | 4,075 | 98.3 | 0.4 |
| Marshallfield | 12,394 | 3,435 | 3,365 | 98.0 | 1.2 |
| Menasha | 12,385 | 3,425 | 3,390 | 99.0 | 0.1 |
| Milwaukee | 637,392 | 184,140 | 181,475 | 98.6 | 23.9 |
| Neenah | 12,437 | 3,685 | 3,655 | 99.2 | 0.8 |
| Oshkosh | 41,084 | 12,205 | 12,000 | 98.3 | 0.8 |
| Racine | 71,193 | 20,940 | 20,760 | 99.1 | 10.4 |
| Sheboygan | 42,365 | 12,810 | 12,685 | 99.0 | 5.9 |
| Shorewood | 16,199 | 5,125 | 5,115 | 99.8 | 31.4 |
| South Milwaukee | 12,855 | 3,510 | 3,415 | 97.3 | 20.7 |
| Stevens Point | 16,564 | 4,465 | 4,370 | 97.9 | 0.4 |
| Superior | 35,325 | 10,290 | 10,110 | 98.3 | 0.6 |
| Two Rivers | 10,243 | 3,010 | 2,960 | 98.3 | 2.2 |
| Watertown | 12,417 | 3,720 | 3,670 | 98.7 | 5.1 |
| Waukesha | 21,233 | 5,760 | 5,735 | 99.6 | 21.7 |
| Wausau | 30,414 | 9,815 | 8,730 | 88.9 | 0.5 |
| Wauwatosa | 33,324 | 9,715 | 9,705 | 99.9 | 27.9 |
| West Allis | 42,959 | 12,135 | 12,115 | 99.8 | 30.0 |
| Whitefish Bay | 14,665 | 4,165 | 4,160 | 99.9 | 41.7 |
| Wisconsin Rapids | 13,496 | 3,865 | 3,830 | 99.1 | 0.8 |
| COUNTIES | | | | | |
| Adams | 7,906 | 2,295 | 2,120 | 92.4 | 2.2 |
| Ashland | 19,461 | 5,370 | 5,060 | 94.2 | 0.9 |
| Barron | 34,703 | 9,875 | 9,510 | 96.3 | 1.2 |
| Bayfield | 13,760 | 3,885 | 3,700 | 95.2 | 0.9 |
| Brown | 98,314 | 25,985 | 25,625 | 98.6 | 0.8 |
| Buffalo | 14,719 | 4,105 | 3,975 | 96.8 | 0.6 |
| Burnett | 10,236 | 3,110 | 2,915 | 93.7 | 2.7 |
| Calumet | 18,840 | 4,975 | 4,830 | 97.1 | 2.2 |
| Chippewa | 42,839 | 10,895 | 10,550 | 96.8 | 0.8 |
| Clark | 32,459 | 8,765 | 8,430 | 96.2 | 0.6 |
| Columbia | 34,023 | 9,845 | 9,625 | 97.8 | 1.0 |
| Crawford | 17,652 | 4,705 | 4,480 | 95.2 | 0.2 |
| Dane | 169,357 | 45,860 | 45,320 | 98.8 | 1.2 |
| Dodge | 57,611 | 15,785 | 15,480 | 98.1 | 5.5 |
| Door | 20,870 | 5,880 | 5,690 | 96.8 | 0.3 |
| Douglas | 46,715 | 13,410 | 13,070 | 97.5 | 0.6 |
| Dunn | 27,341 | 7,410 | 7,110 | 96.0 | 1.0 |
| Eau Claire | 54,187 | 15,260 | 14,910 | 97.7 | 1.0 |
| Florence | 3,756 | 1,065 | 1,015 | 95.3 | 0.5 |
| Fond du Lac | 67,829 | 18,575 | 18,250 | 98.3 | 2.1 |
| Forest | 9,437 | 2,520 | 2,210 | 87.7 | 0.4 |
| Grant | 41,460 | 11,585 | 11,260 | 97.2 | 0.7 |
| Green | 24,172 | 7,090 | 6,900 | 97.3 | 0.5 |
| Green Lake | 14,749 | 4,325 | 4,155 | 96.1 | 0.3 |
| Iowa | 19,610 | 5,505 | 5,340 | 97.0 | 0.5 |
| Iron | 8,714 | 2,530 | 2,425 | 95.8 | 0.6 |
| Jackson | 16,073 | 4,485 | 4,220 | 94.1 | 0.8 |
| Jefferson | 43,069 | 12,505 | 12,290 | 98.3 | 4.9 |
| Juneau | 18,930 | 5,225 | 4,850 | 92.8 | 1.2 |
| Kenosha | 75,238 | 21,760 | 21,510 | 98.9 | 10.8 |
| Kewaunee | 17,366 | 4,660 | 4,525 | 97.1 | 0.5 |
| La Crosse | 67,587 | 18,755 | 18,450 | 98.4 | 0.5 |
| Lafayette | 18,137 | 4,975 | 4,800 | 96.5 | 1.1 |
| Langlade | 21,975 | 5,900 | 5,650 | 95.8 | 0.7 |
| Lincoln | 22,235 | 6,245 | 6,065 | 97.1 | 0.4 |
| Manitowoc | 67,159 | 18,645 | 18,285 | 98.1 | 1.8 |
| Marathon | 80,337 | 21,210 | 20,755 | 97.9 | 0.6 |
| Marinette | 35,748 | 9,845 | 9,495 | 96.4 | 0.6 |
| Marquette | 8,839 | 2,720 | 2,595 | 95.4 | 0.4 |
| Milwaukee | 871,047 | 246,955 | 243,815 | 98.7 | 25.4 |
| Monroe | 31,378 | 8,205 | 7,840 | 95.6 | 0.4 |
| Oconto | 26,238 | 7,265 | 6,880 | 94.7 | 0.5 |
| Oneida | 20,648 | 5,885 | 5,670 | 96.3 | 0.3 |
| Outagamie | 81,722 | 21,680 | 21,425 | 98.8 | 0.6 |
| Ozaukee | 23,361 | 6,580 | 6,490 | 98.6 | 21.6 |
| Pepin | 7,462 | 2,000 | 1,890 | 94.5 | 0.8 |
| Pierce | 21,448 | 5,730 | 5,605 | 97.8 | 6.2 |
| Polk | 24,944 | 7,120 | 6,880 | 96.6 | 3.5 |
| Portage | 34,858 | 9,040 | 8,670 | 95.9 | 0.3 |
| Price | 16,344 | 4,835 | 4,520 | 93.5 | 1.0 |
| Racine | 109,585 | 31,015 | 30,740 | 99.1 | 11.0 |
| Richland | 19,245 | 5,490 | 5,315 | 96.8 | 1.0 |
| Rock | 92,778 | 26,980 | 26,585 | 98.5 | 1.2 |
| Rusk | 16,790 | 4,530 | 4,290 | 94.7 | 1.2 |
| St. Croix | 25,905 | 7,070 | 6,915 | 97.8 | 6.7 |
| Sauk | 38,120 | 10,710 | 10,435 | 97.4 | 0.5 |
| Sawyer | 10,323 | 2,805 | 2,585 | 92.2 | 0.7 |
| Shawano | 35,249 | 9,375 | 8,970 | 95.7 | 0.5 |
| Sheboygan | 80,631 | 23,380 | 23,100 | 98.8 | 6.6 |
| Taylor | 18,456 | 4,865 | 4,480 | 92.1 | 0.6 |
| Trempealeau | 23,730 | 6,495 | 6,150 | 94.7 | 0.8 |
| Vernon | 27,906 | 7,820 | 7,520 | 96.2 | 1.4 |
| Vilas | 9,363 | 2,720 | 2,560 | 94.1 | 0.2 |
| Walworth | 41,584 | 12,330 | 12,130 | 98.4 | 6.8 |
| Washburn | 11,665 | 3,290 | 3,050 | 92.7 | 0.5 |
| Washington | 33,902 | 9,335 | 9,200 | 98.0 | 14.9 |
| Waukesha | 85,901 | 23,420 | 23,170 | 98.9 | 21.9 |
| Waupaca | 35,056 | 10,060 | 9,755 | 97.0 | 1.1 |
| Waushara | 13,920 | 4,180 | 3,985 | 95.3 | 0.5 |
| Winnebago | 91,103 | 25,975 | 25,575 | 98.5 | 0.8 |
| Wood | 50,500 | 13,660 | 13,375 | 97.9 | 0.6 |

## Upcoming Events

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.

March 21: Michigan radio-TV newsmen organizational meeting, Michigan State College, Lansing, Mich.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

## 1953 Broadcasting Yearbook Addenda

CHANGES and additions received after the 1953 BROADCASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1953 BROADCASTING YEARBOOK.

Page 61—Under Newspaper Ownership, Mississippi, add: WCOC Meridian—Licensed to Mississippi Broadcasting Co., owned by D. W. Gavin, publisher of weekly *Meridian Record* and *Clarke County Tribune* (Quitman, Miss.).

Page 62—Under Newspaper Ownership, Pennsylvania, add: WRAK, WRAK-FM Williamsport — Licensed to WRAK Inc., two-thirds owned by Sun-Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Sun*.

Page 63—Add under Newspaper Ownership: PUERTO RICO, WKAQ San Juan—Licensed to El Mundo Broadcasting Corp., same ownership as *San Juan El Mundo*.

Page 253—Under Station Directory, Pennsylvania, WERC Erie, substitute Weed as representative for Avery-Knodel.

Page 255—Under Station Directory, Pennsylvania, WCRO Johnstown, add opposite name Jane Smith, "asst. to mgr."

Page 258—Under Station Directory, Pennsylvania WFLN (TV) Philadelphia, Harry W. Dallison is ce instead of John K. Thomas.

Page 292—Add under Station Directory: XEOR McAllen, Tex. (located in Reynosa, Tam., Mex.), 1 kw, 1390 kc (licensee, Mrs. Candelaria S. Vda. de Gonzales); Mail: Radio Station XEOR, P.O. Box 1708, Brownsville, Tex.; Tel.: 6-6620; Office: Nassar Bldg., McAllen, Tex.; Tel.: 6-8112. Nat'l Time Sales is representative. Robert N. Pinkerton, gm. (Delete XEOR from listing under Brownsville, Tex., page 282).

Page 319—Under Station Directory, Wisconsin, WOKY Milwaukee, add the following information: 710 N. Plankinton Ave.; Tel.: Broadway 1-8428; Gerald A. Bartell, p; Joseph Wolfman, cm; Ralph E. Evans, ce. News service, UP.

Page 401—Under Advertising Agencies Handling Radio Accounts, add: WALTER F. BENNETT & CO. ADV., Civic Opera Bldg., Chicago 6; Tel.: Franklin 2-1131. Jane Gunther, media director. Branch offices: Philadelphia 2 — 1405 Locust St.; Tel.: Kingsley 5-6799; Fred Dienert, manager. Miami, Fla.—446 Seybold Bldg.; Tel.: 9-0143; Buddy Starcher, manager.

Page 401—Under Advertising Agencies Handling Radio Accounts, BOZELL & JACOBS INC., change address and telephone to 205 N. LaSalle St., Chicago; Tel.: Central 6-6870. Instead of 1812 N. Meridian St.; Tel.: Wabash 4524. Add following: (home office, Omaha).

Page 403—Under Advertising Agencies Handling Radio Accounts, EVANS & ASSOC. ADV., add: Tel.: Edison 9521.

Page 404—Under Advertising Agencies Handling Radio Accounts, add: H. M. GARDNER ASSOC., 3450 Wilshire Blvd., Hollywood 28; Tel.: Dunkirk 5-1474.

Page 404—Under Advertising Agencies Handling Radio Accounts, GEARE-MARSTON INC., add branch office: New York 17 —420 Lexington Ave.; Tel.: Lexington 2-0880.

Page 404—Under Advertising Agencies Handling Radio Accounts, GOODKIND, JOICE & MORGAN INC., add: (See Raymond R. Morgan Co.).

Page 408—Under Advertising Agencies Handling Radio Accounts, add: OLIAN & BRONNER, 35 E. Wacker Dr., Chicago; Tel.: State 2-3381. Radio Dept.: Kay Kennelly, media director.

Page 411—Under Advertising Agencies Handling Radio Accounts, change HUGH WAGENSEIL & ASSOC. to read HUGO WAGENSEIL & ASSOC.

Page 455—Under Directory of AM Broadcasting Stations by Call Letters, KBYZ Grand Rapids, Minn., should be KBZY Grand Rapids, Minn.

Page 457—Under Directory of AM Broadcasting Stations by Call Letters KWRB Oakland, Calif., should be KWBR Oakland, Calif.

Page 460—Under Directory of AM Broadcasting Stations by Call Letters, WMAW Menominee, Wis., should be WMAW Menominee, Mich.

Page 467—Under Consulting Radio Engineers, David & Barbeau, add address: P.O. Box 996, Schenectady, N. Y.

Page 468—Under Consulting Radio Engineers, add: W. DAWKINS ESPY, P. O. Box 48, Grand Rapids, Mich.; Tel.: Cherry 1-7981.

Page 468—Under Consulting Radio Engineers, add: GLENN D. GILLETT & ASSOC., 982 National Press Bldg., Washington 4, D. C.; Tel.: National 8-3373. Glenn D. Gillett, Associate: Richard J. Graim. Delete GILLETT & BERGQUIST, same page and insert names of GLENN D. GILLETT and RICHARD J. GRAIM, with "See Glenn D. Gillett & Assoc." opposite each name.

Page 468—Under Consulting Radio Engineers, VANDIVERE, COHEN & WEARN, correct telephone number to National 8-2698. Add: Partners, Edgar F. Vandivere, Jules Cohen, Wilson C. Wearn. Engineer: Paul Wimmer. Insert names of Messrs. Vandivere, Cohen and Wearn in appropriate alphabetical listings, with this notation opposite each: "See Vandivere, Cohen & Wearn." Delete name, Paul Wimmer, from listing of WELDON & CARR.

Page 486—Under Frequency Measuring Services, add: STRAIN ENGINEERING SERVICE, 1261 Niles Ave., N.W., Atlanta, Ga.; Tel.: Belmont 5164. C. E. Strain.

## Milestones

►FULL-SCALE local promotion and completion of new studios mark the 30th anniversary of KUOA Siloam Springs, Ark. Now a Mutual affiliate, KUOA took the air with 1 kw on the U. of Arkansas campus with the call letters KFMQ in December 1923. Since June 1935, the commercial station has been owned and operated by John Brown U., which moved the outlet from Fayetteville and now has 5 kw output. New space, which will be occupied soon, comprises 7,500 square feet of space, 20 studios and offices and recording and transcription facilities on the third floor of the Cathedral of the Ozarks.

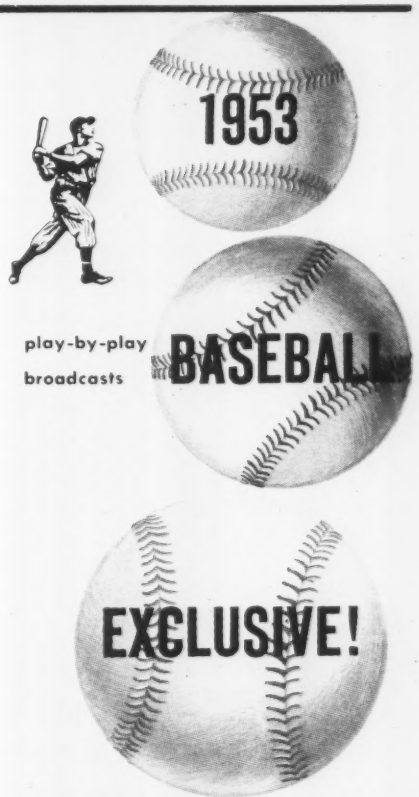
► JOHN DePROSPO, executive officer of the Municipal Bcstg. System, which operates WNYC-AM-FM New York, has completed 35 years of service with the City of New York. He was transferred to WNYC in 1937, after serving in a city clerk post.

► THIRTIETH anniversary of the first Canadian broadcast from a church was marked Feb. 11 by CKCK Regina. Thirty years ago the first broadcast originated from Carmichael United Church at Regina.

►ROSTER of musical directors and singers who have appeared on the ABC *Don McNeill Breakfast Club* is included in a 48-page booklet observing the program's 20th anniversary June 23.

► THIRTIETH anniversary of the *Calvary Baptist Church Hour* on WMGM New York was celebrated Wednesday. Station describes it as "the oldest gospel program on radio."

► WTIC Hartford, Conn., operating with 50 kw on 1080 mc, was congratulated on its 28th anniversary by Connecticut's House of Representatives. A resolution noted the station has received citations and awards each year from national organizations for outstanding performance and that it completed, in cooperation with the *Hartford Courant*, its 13th March of Dimes campaign with a record of more than $100,000 raised.

## New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

| Location & Channel | Date Granted & Target for Start | Network Representative |
|---|---|---|
| WAKR-TV Akron, Ohio (49) | 9/4/52<br>Spring 1953 | .....<br>Weed |
| WTVZ (TV) Albany, N. Y. (*17) | 7/24/52<br>Unknown | .....<br>..... |
| WFBG-TV Altoona, Pa. (10) | 12/31/52<br>‡3/1/53 | NBC<br>H-R Reps. |
| KFDA-TV Amarillo, Tex. (10) | 10/16/52<br>4/1/53 | .....<br>Branham .. |
| KGNC-TV Amarillo, Tex. (4) | 10/9/52<br>3/18/53 | NBC, DuM<br>Taylor |
| WPAG-TV Ann Arbor, Mich. (20) | 9/25/52<br>‡3/16/53 | .....<br>McGillvra |
| WRTV (TV) Asbury Park, N. J. (58) | 10/2/52<br>Late 1953 | .....<br>..... |
| WISE-TV Asheville, N. C. (62) | 10/30/52<br>5/30/53 | .....<br>Bolling |
| WPTV (TV) Ashland, Ky. (59) | 8/14/52<br>May 1 | .....<br>..... |
| WICA-TV Ashtabula, Ohio (15) | 2/5/53<br>Unknown | .....<br>..... |
| WFPG-TV Atlantic City, N. J. (46) | 10/30/52<br>‡12/21/52 | NBC, ABC, CBS, DuM<br>Pearson |
| Matta Entrprs., Atlantic City, N. J. (52) | 1/8/53<br>Unknown | .....<br>..... |
| KCTV (TV) Austin, Tex. (18) | 7/11/52<br>Unknown | .....<br>..... |
| KTBC-TV Austin, Tex. (7) | 7/11/52<br>‡11/27/52 | CBS, ABC, NBC, DuM<br>Taylor |
| KTVA (TV) Austin, Tex. (24) | 8/21/52<br>Unknown | .....<br>..... |
| KAFY-TV Bakersfield, Calif. (29) | 12/23/52<br>April-May | ABC, CBS, DuM, NBC<br>Forjoe |
| WITH-TV Baltimore, Md. (60) | 12/18/52<br>Unknown | .....<br>..... |
| WABI-TV, Bangor, Me. (5) | 12/31/52<br>‡1/31/53 | .....<br>Hollingbery |
| WAFB-TV Baton Rouge, La. (28) | 8/14/52<br>‡2/15/53 | CBS, DuM NBC, ABC<br>Adam Young |
| KHTV (TV) Baton Rouge, La. (40) | 12/18/52<br>Unknown | .....<br>..... |
| WBCK-TV Battle Creek, Mich. (58) | 11/20/52<br>August | .....<br>..... |
| WBKZ-TV Battle Creek, Mich. (64) | 10/30/52<br>5/15/53 | ABC, DuM<br>..... |
| KBMT (TV) Beaumont, Tex. (31) | 12/4/52<br>4/1/53 | .....<br>Taylor |
| WTVI (TV) Belleville, Ill. (54) | 11/20/52<br>5/1/53 | CBS<br>Weed |
| KVOS-TV Bellingham, Wash. (12) | 1/23/53<br>April-June | .....<br>..... |
| WGEZ-TV Beloit, Wis. (57) | 2/11/53<br>Fall 1953 | .....<br>Clark |
| WHFB-TV Benton Harbor, Mich. (42) | 2/26/53<br>Unknown | .....<br>..... |
| WLEV-TV Bethlehem, Pa. (51) | 10/30/52<br>Winter 1953 | Meeker<br>..... |
| KOOK-TV Billings, Mont. (2) | 2/5/53<br>Unknown | .....<br>..... |
| Rudman-Hayutin TV Co., Billings, Mont. (8) | 1/15/53<br>Late Summer-Early Fall, '53 | .....<br>..... |
| WQTV (TV) Binghamton, N. Y. (*46) | 8/14/52<br>Unknown | .....<br>..... |
| WJLN-TV Birmingham, Ala. (48) | 12/10/52<br>Unknown | .....<br>..... |
| WSGN-TV Birmingham, Ala. (42) | 12/18/52<br>Unknown | .....<br>..... |
| KFYR-TV Bismark, N. D. (5) | 3/4/53<br>Late Summer-Early Fall, '53 | .....<br>Blair |
| Rudman TV Co., Bismark, N. D. (12) | 3/4/53<br>Late Summer-Early Fall, '53 | .....<br>..... |
| Cecil W. Roberts, Bloomington, Ill. (15) | 3/4/53<br>Fall 1953 | .....<br>..... |
| KTVI (TV) Boise, Idaho (9) | 1/15/53<br>Fall, 1953 | .....<br>Hollingbery |
| KIDO-TV Boise, Ida. (7) | 12/23/52<br>7/1/53 | NBC<br>Blair TV |
| WICC-TV Bridgeport, Conn. (43) | 7/11/52<br>3/20/53 | ABC<br>Adam Young |
| WSJL (TV) Bridgeport, Conn. (49) | 8/14/52<br>Unknown | .....<br>..... |
| Conn. Bd. of Ed., Bridgeport, Conn. (*71) | 1/29/53<br>Unknown | .....<br>..... |
| WTVF (TV) Buffalo, N. Y. (*23) | 7/24/52<br>Unknown | .....<br>..... |
| WBES-TV Buffalo N. Y. (59) | 12/23/52<br>Unknown | .....<br>..... |
| WBUF (TV) Buffalo, N. Y. (17) | 12/18/52<br>4/1/53 | .....<br>..... |
| KOPR-TV Butte, Mont. (4) | 1/15/53<br>September | ABC<br>Hollingbery |
| TV Montana, Butte, Mont. (6) | 2/26/53<br>Unknown | .....<br>..... |
| Midwest TV Inc., Champaign, Ill. (3) | 2/26/53<br>Summer 1953 | .....<br>..... |
| WCSC-TV Charleston, S. C. (5) | 10/30/52<br>4/1/53 | ABC, CBS, DuM, NBC<br>Free & Peters |
| WKNA-TV Charleston, W. Va. (49) | 3/4/53<br>July | .....<br>Weed TV |
| WCHV-TV Charlottesville, Va. (64) | 1/29/53<br>9/1/53 | .....<br>..... |
| WAYS-TV Charlotte, N. C. (36) | 2/26/53<br>Fall 1953 | .....<br>Bolling |
| WOUC (TV) Chattanooga, Tenn. (49) | 8/21/52<br>Unknown | .....<br>Pearson |
| WTVT (TV) Chattanooga, Tenn. (43) | 8/21/52<br>Unknown | .....<br>..... |
| KFBC-TV Cheyenne, Wyo. (5) | 1/23/53<br>Unknown | .....<br>..... |
| WHFC-TV Chicago, Ill. (26) | 1/8/52<br>Unknown | .....<br>..... |
| KFUO-TV Clayton, Mo. (30) | 2/5/53<br>Unknown | .....<br>..... |
| Telepolitan Bcstg. Co., Clovis, N. M. (12) | 3/4/53<br>Unknown | .....<br>..... |
| KKTV (TV) Colorado Springs, Col. (11) | 11/28/52<br>‡12/7/52 | ABC CBS DuM<br>..... |
| KRDO-TV Colorado Springs, Col. (13) | 11/20/52<br>April | .....<br>McGillvra |
| KOMU-TV Columbia, Mo. (8) | 1/15/53<br>July | .....<br>..... |
| WCOS-TV Columbia, S. C. (25) | 9/18/52<br>April | ABC, NBC<br>Headley-Reed |
| WIS-TV Columbia, S. C. (10) | 2/12/53<br>9/1/53 | NBC<br>Free & Peters |
| WNOK-TV Columbia, S. C. (67) | 9/18/52<br>April | CBS, DuM<br>Raymer |
| KLIF-TV Dallas, Tex. (29) | 2/12/53<br>Unknown | .....<br>..... |
| UHF TV Co., Dallas, Tex. (23) | 1/15/53<br>Unknown | .....<br>..... |
| WDAN-TV Danville, Ill. (24) | 12/10/52<br>Unknown | .....<br>Everett-McKinney |
| WBTM-TV Danville, Va. (24) | 12/18/52<br>Unknown | .....<br>..... |
| WIFE (TV) Dayton, Ohio (22) | 11/26/52<br>July | .....<br>Headley-Reed |
| WMSL-TV Decatur, Ala. (23) | 2/26/53<br>10/15/53 | .....<br>..... |
| WTVP (TV) Decatur, Ill. (17) | 11/20/52<br>July 1 | CBS<br>..... |
| KBTV (TV) Denver, Col. (9) | 7/11/52<br>‡10/2/52 | CBS, ABC<br>Free & Peters |
| KDEN (TV) Denver, Col. (26) | 7/11/52<br>Spring 1953 | .....<br>..... |
| KFEL-TV Denver, Col. (2) | 7/11/52<br>‡7/18/52 | NBC, DuM<br>Blair-TV Inc. |
| KIRV (TV) Denver, Col (20) | 9/18/52<br>Unknown | .....<br>..... |
| WFTV (TV) Duluth, Minn. (38) | 10/24/52<br>5/1/53 | ABC, CBS, DuM, NBC<br>Adam Young |
| Allen & Sons, Durham, N. C. (46) | 2/26/53<br>11/1/53 | NBC, DuM<br>..... |
| WKAR-TV East Lansing, Mich. (60) | 10/16/52<br>September | .....<br>..... |
| WGLV (TV) Easton, Pa. (57) | 12/18/52<br>Spring 1953 | .....<br>Headley-Reed |
| WEAU-TV Eau Claire, Wis. (13) | 2/26/53<br>Fall 1953 | .....<br>Hollingbery |
| WTVE (TV) Elmira, N. Y. (24) | 11/6/52<br>March | .....<br>Forjoe |
| El-Cor TV Inc., Elmira, N. Y. (18) | 2/26/53<br>Unknown | .....<br>Everett-McKinney |
| KEPO-TV El Paso, Tex. (13) | 10/24/52<br>Early 1953 | .....<br>Avery-Knodel |
| KROD-TV El Paso, Tex. (4) | 7/31/52<br>‡12/14/52 | CBS, DuM<br>Taylor |
| KTSM-TV El Paso, Tex. (9) | 8/14/52<br>‡1/4/53 | NBC<br>Hollingbery |
| KSPF (TV) Eugene, Ore. (20) | 2/11/53<br>Unknown | .....<br>..... |
| KIEM-TV Eureka, Calif. (3) | 2/11/53<br>Unknown | .....<br>..... |
| WSEE-TV Fall River, Mass. (46) | 9/14/52<br>May | .....<br>..... |
| WDAY-TV Fargo, N. D. (6) | 1/15/53<br>April | NBC<br>Free & Peters |
| KACY (TV) Festus, Mo. (14) | 12/31/52<br>7/1/53 | .....<br>..... |
| WTAC-TV Flint, Mich. (16) | 11/20/52<br>Unknown | .....<br>..... |
| WCTV (TV) Flint, Mich. (28) | 7/11/52<br>9/1/53 | .....<br>..... |
| KQTV (TV) Fort Dodge, Iowa (21) | 1/29/53<br>10/1/53 | .....<br>Pearson |
| WFTL-TV Fort Lauderdale, Fla. 23) | 7/31/52<br>4/1/53 | .....<br>Weed |
| WITV (TV) Fort Lauderdale, Fla. (17) | 7/31/52<br>Late 1953 | .....<br>..... |
| KFSA-TV Fort Smith, Ark. (22) | 11/13/52<br>6/1/53 | .....<br>Pearson |
| WFMD-TV Frederick, Md. (62) | 10/24/52<br>Unknown | .....<br>..... |
| KMJ-TV Fresno, Calif. (24) | 9/18/52<br>5/1/53 | .....<br>Raymer |
| WTVS (TV) Gadsden, Ala. (21) | 11/6/52<br>August | .....<br>Weed |
| KGUL-TV Galveston, Tex. (11) | 11/20/52<br>3/22/53 | CBS<br>..... |
| KTVR (TV) Galveston, Tex. (41) | 11/20/52<br>Late Summer-Early Fall, '53 | .....<br>..... |
| KFBB-TV Great Falls, Mont. (5) | 1/15/53<br>Unknown | CBS<br>Weed |
| WBAY-TV Green Bay, Wis. (2) | 11/13/52<br>3/17/53 | CBS<br>Weed |
| WCOG-TV Greensboro, N. C. (57) | 11/20/52<br>Unknown | .....<br>..... |
| WGVL (TV) Greenville, S. C. (23) | 1/23/53<br>Unknown | .....<br>..... |
| WGCM-TV Gulfport, Miss. (56) | 2/11/53<br>Unknown | .....<br>..... |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FOR ALL ITS ACCOUNTS....
5 STATION IDENTIFICATIONS . . . 2 DAYS
ADVERTISING . . . . A SHOE SALE . . . . . .
20 REPLIES 1st HOUR . . 225 PAIRS OF SHOES SOLD
NO OTHER MEDIA USED
WSAZ-TV
100,000 WATTS
CHANNEL 3
HUNTINGTON, W. VA.
THE KATZ AGENCY, REPRESENTATIVE

# Used by more TV stations

## than any other 4 x 5 commercial slide projector

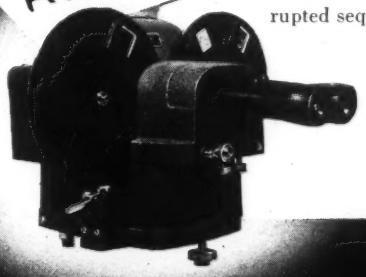
### The famous GRAY TELOP I

Makes profits grow – projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

### GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

AND NOW...



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New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

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# GRAY RESEARCH

**and Development Co., Inc., Hilliard Street, Manchester, Conn.**

*Division of* The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*

AUDOGRAPH

| Location & Channel | Date Granted & Target for Start | Network Representative |
|---|---|---|
| WVEC-TV Hampton, Va. (15) | 2/5/53<br>8/1/53 | .....<br>Rambeau |
| KHMO-TV Hannibal, Mo. (7) | 2/18/53<br>Unknown | .....<br>..... |
| WHP-TV Harrisburg, Pa. (55) | 9/25/52<br>May | .....<br>Bolling |
| WTPA (TV) Harrisburg, Pa. (71) | 12/31/52<br>Unknown | .....<br>..... |
| Conn. Bd. of Ed., Hartford, Conn. (*24) | 1/29/53<br>Unknown | .....<br>..... |
| WAZL-TV Hazleton Pa. (63) | 12/18/52<br>Unknown | .....<br>Meeker |
| WEHT (TV) Henderson, Ky. (50) | 11/20/52<br>May 1 | .....<br>..... |
| WHYN-TV Holyoke, Mass. (55) | 7/11/52<br>‡March 15 | CBS<br>Branham |
| KGMB-TV Honolulu, T. H. (9) | 8/7/52<br>‡12/1/52 | CBS, ABC, NBC<br>Free & Peters |
| KONA (TV) Honolulu, T. H. (11) | 10/24/52<br>‡11/22/52 | DuM<br>Forjoe |
| KUHT (TV) Houston, Tex. (*8) | 8/21/52<br>Unknown | .....<br>..... |
| KNUZ-TV Houston, Tex. (39) | 1/8/53<br>July | .....<br>Forjoe |
| Uhf TV Co., Houston, Tex. (23) | 1/8/53<br>Unknown | .....<br>..... |
| KTVH (TV) Hutchinson, Kan. (12) | 1/8/53<br>July-Aug. 1953 | .....<br>..... |
| KID-TV Idaho Falls, Idaho (3) | 2/26/53<br>Unknown | .....<br>..... |
| KIFI-TV Idaho Falls, Idaho (8) | 2/26/53<br>Late 1953 | ABC<br>..... |
| WHCU-TV Ithaca, N. Y. (20) | 1/8/53<br>11/15/53 | .....<br>..... |
| WIET (TV) Ithaca, N. Y. (*14) | 1/8/53<br>Unknown | .....<br>..... |
| WIBM-TV Jackson, Mich. (48) | 11/20/52<br>Unknown | .....<br>..... |
| WJTV (TV) Jackson, Miss. (25) | 9/11/52<br>‡1/15/53 | CBS, ABC, NBC, DuM<br>Katz |
| WJHL-TV Johnson City, Tenn. (11) | 1/29/53<br>9/1/53 | .....<br>Pearson |


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THE GREAT COLORADO MARKET

| | |
|---|---|
| Population | 1,325,089 |
| % Increase over 1940 | 18.0 |
| Total Retail Sales | $1,257,095,000 |
| Total Urban Population | 831,318 |
| Total Rural Population | 493,771 |
| TV Sets in Area | 117,299 |

(Rocky Mtn. Elec. League-Jan. 1)

KBTV

CHANNEL 9 DENVER

1100 CALIFORNIA • TAbor 6386

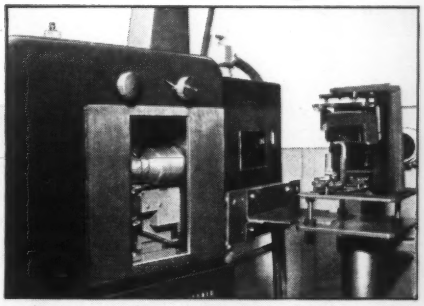
*Contact Your Nearest Free & Peters Representative*


| Location & Channel | Date Granted & Target for Start | Network Representative |
|---|---|---|
| WJTN-TV Jamestown, N. Y. (58) | 1/23/53<br>Unknown | .....<br>..... |
| WARD-TV Johnstown, Pa. (56) | 11/20/52<br>Unknown | .....<br>Weed |
| WKMI-TV Kalamazoo, Mich. (36) | 11/26/52<br>Unknown | .....<br>..... |
| KCTY (TV) Kansas City, Mo. (25) | 1/23/53<br>Unknown | .....<br>..... |
| WKNY-TV Kingston, N. Y. (66) | 1/23/53<br>Unknown | .....<br>Meeker |
| WFAM-TV Lafayette, Ind. (59) | 12/23/52<br>5/1/53 | .....<br>Rambeau |
| KTAG (TV) Lake Charles, La. (25) | 12/18/52<br>April-June | .....<br>Adam Young |
| WONN-TV Lakeland, Fla. (16) | 12/31/52<br>Unknown | .....<br>..... |
| WILS-TV Lansing, Mich. (54) | 2/5/53<br>9/1/53 | .....<br>..... |
| KSWO-TV Lawton, Okla. (7) | 12/4/52<br>‡3/8/53 | .....<br>Everett-McKinney |
| WIMA-TV Lima, Ohio (35) | 12/4/52<br>Summer 1953 | .....<br>Weed |
| WLOK-TV Lima, Ohio (73) | 11/20/52<br>4/15/53 | .....<br>H-R Reps |
| KFOR-TV Lincoln, Neb. (10) | 10/16/52<br>4/1/53 | .....<br>Raymer |
| KOLN-TV Lincoln, Neb. (12) | 10/2/52<br>‡2/17/53 | .....<br>Weed |
| KRTV (TV) Little Rock, Ark. (17) | 9/18/52<br>4/15/53 | .....<br>Pearson |
| KETV (TV) Little Rock, Ark. (23) | 10/30/52<br>Unknown | .....<br>..... |
| KTVE (TV) Longview, Tex. (32) | 2/5/53<br>Unknown | .....<br>..... |
| KPIK (TV) Los Angeles (22) | 12/10/52<br>9/1/53 | .....<br>..... |
| KUSC-TV Los Angeles (*28) | 8/28/52<br>Early March | .....<br>..... |
| WKLO-TV Louisville, Ky. (21) | 11/26/53<br>Spring 1953 | .....<br>..... |
| WLOU-TV Louisville, Ky. (41) | 1/15/53<br>Unknown | .....<br>..... |
| KCBD-TV Lubbock, Tex. (11) | 10/9/52<br>March-April | ABC, NBC<br>Pearson |
| KDUB-TV Lubbock, Tex. (13) | 10/9/52<br>‡11/13/52 | CBS, DuM<br>Avery-Knodel |
| WLVA-TV Lynchburg, Va. (13) | 11/13/52<br>‡2/8/53 | CBS, DuM<br>Hollingbery |
| WWOD-TV Lynchburg, Va. (16) | 11/6/52<br>Unknown | .....<br>..... |
| WETV (TV) Macon, Ga. (47) | 2/12/53<br>Unknown | .....<br>..... |
| WKOW-TV Madison, Wis. (27) | 1/8/53<br>July | .....<br>Headley-Reed |
| WMTV (TV) Madison, Wis. (33) | 1/23/53<br>Unknown | .....<br>..... |
| KSAC-TV Manhattan, Kan. (*8) | 7/24/53<br>Unknown | .....<br>..... |
| WMAC-TV Massillon, Ohio (23) | 9/4/52<br>4/1/53 | .....<br>..... |
| KRIO-TV McAllen, Tex. (20) | 2/18/53<br>September | .....<br>..... |
| Southern Oregon Bcstg Co., Medford, Ore. (5) | 3/4/53<br>Unknown | .....<br>..... |
| WHBQ-TV Memphis, Tenn. (13) | 1/29/53<br>8/1/53 | .....<br>..... |
| WCOC-TV Meridian, Miss. (30) | 12/23/52<br>Unknown | CBS<br>..... |
| KTYL-TV Mesa, Ariz. (12) | 2/18/53<br>4/15/53 | .....<br>..... |
| KMID-TV Midland, Tex. (2) | 2/11/53<br>Unknown | .....<br>..... |
| WCAN-TV Milwaukee, Wis. (25) | 2/5/53<br>Unknown | .....<br>..... |
| KCJB-TV Minot, N. D. (13) | 2/11/53<br>6/15/53 | .....<br>..... |
| Rudman TV Co., Minot, N. D. (10) | 2/11/53<br>Late Summer-Early Fall, '53 | .....<br>..... |
| WALA-TV Mobile, Ala. (10) | 11/26/52<br>‡1/4/53 | ABC, CBS, NBC<br>Headley-Reed |
| WKAB-TV Mobile, Ala. (48) | 8/7/52<br>‡12/30/52 | DuM, CBS<br>Forjoe |
| KNOE-TV Monroe, La. (8) | 12/4/52<br>4/1/53 | .....<br>H-R Reps |
| KFAZ (TV) Monroe, La. (43) | 12/10/52<br>4/1/53 | .....<br>..... |
| KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV) | 2/19/53<br>Unknown | .....<br>..... |
| WCOV-TV Montgomery, Ala. (20) | 9/18/52<br>4/1/53 | .....<br>Taylor |
| WLBC-TV Muncie, Ind. (49) | 10/30/52<br>4/1/53 | CBS, DuM<br>Walker-N.Y.; Holman-Cgo. |
| WTVM (TV) Muskegon, Mich. (35) | 12/23/52<br>Unknown | .....<br>..... |
| WNAM-TV Neenah, Wis. (42) | 12/23/52<br>Fall-1953 | .....<br>Clarke |
| WNBH-TV New Bedford, Mass. (28) | 7/11/52<br>Unknown | .....<br>Walker |
| WKNB-TV New Britain, Conn. (30) | 7/11/52<br>‡2/13/53 | CBS, DuM<br>Bolling |

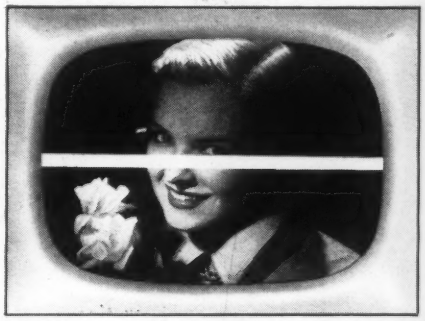
| Location & Channel | Date Granted & Target for Start | Network Representative |
|---|---|---|
| WTLV (TV) New Brunswick, N. J. (*19) | 12/4/52<br>Unknown | .....<br>..... |
| WKST-TV New Castle, Pa. (45) | 9/4/52<br>3/20/53 | .....<br>Meeker |
| WNLC-TV New London, Conn. (26) | 12/31/52<br>8/1/53 | .....<br>..... |
| WJMR-TV New Orleans, La (61) | 2/18/53<br>5/18/53 | .....<br>Bolling |
| New Orleans TV Co., New Orleans, La. (20) | 2/26/53<br>Unknown | .....<br>..... |
| WACH (TV) Newport News, Va. (33) | 2/5/53<br>June | .....<br>..... |
| WGTV (TV) New York City (*25) | 8/14/52<br>Unknown | .....<br>..... |
| Regional Television Corp., Northampton, Mass. (36) | 1/23/53<br>Fall-1953 | .....<br>..... |
| WMGT (TV) North Adams, Mass. (74) | 2/18/53<br>Unknown | .....<br>..... |
| Conn. Bd. of Ed., Norwich, Conn. (*63) | 1/29/53<br>Unknown | .....<br>..... |
| KLPR-TV Oklahoma City, Okla. (19) | 2/11/53<br>Unknown | .....<br>..... |
| Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25) | 2/11/53<br>9/1/53 | .....<br>..... |
| WOSH-TV Oshkosh, Wis. (48) | 11/26/52<br>4/15/53 | .....<br>..... |
| W. Va. Entprs. Inc., Parkersburg, W. Va. (15) | 2/11/53<br>Unknown | .....<br>..... |
| WPFA (TV) Pensacola, Fla. (15) | 11/13/52<br>June | .....<br>Young |
| WEEK-TV Peoria, Ill. (43) | 8/28/52<br>‡2/1/53 | NBC<br>Headley-Reed |
| WTVH-TV Peoria, Ill. (19) | 12/18/52<br>6/1/53 | .....<br>Petry |
| WIP-TV Philadelphia, Pa. (29) | 11/26/52<br>Unknown | .....<br>..... |
| KOAM-TV Pittsburg, Kan. (7) | 2/26/53<br>Aug. 1 | .....<br>..... |
| WTVQ (TV) Pittsburgh, Pa. (47) | 12/23/52<br>August | .....<br>Headley-Reed |
| WENS (TV) Pittsburgh, Pa. (16) | 12/23/52<br>July-August | ABC<br>Petry |
| WKJF-TV Pittsburgh, Pa. (53) | 1/8/53<br>Unknown | .....<br>..... |
| KJRL-TV Pocatello, Idaho (6) | 2/26/53<br>Unknown | CBS<br>..... |
| KWIK-TV Pocatello, Idaho (10) | 2/26/53<br>Spring 1954 | .....<br>Hollingbery |
| WPMT (TV) Portland, Me. (53) | 2/11/53<br>9/1/53 | .....<br>..... |
| KPTV (TV) Portland, Ore. (27) | 7/11/52<br>‡9/19/52 | NBC<br>NBC Spot Sales |
| WEOK-TV Poughkeepsie, N. Y. (21) | 11/26/52<br>Dec. 1953 | .....<br>..... |
| KCSJ-TV Pueblo, Col. (5) | 10/30/52<br>4/1/53 | .....<br>Avery-Knodel |
| ‡KDZA-TV Pueblo, Col. (3) | 11/18/52<br>3/15/53 | .....<br>McGillvra |
| WNAO-TV Raleigh, N. C. (28) | 10/16/52<br>5/1/53 | CBS<br>Avery-Knodel |
| KZTV (TV) Reno, Nev. (8) | 12/23/52<br>March | .....<br>..... |
| WEEU-TV Reading, Pa. (33) | 9/4/52<br>4/15/53 | NBC<br>Headley-Reed |
| WHUM-TV Reading, Pa. (61) | 9/4/52<br>‡2/22/53 | CBS<br>H-R Reps. |
| WROV-TV Roanoke, Va. (27) | 9/18/52<br>‡2/23/53 | ABC<br>Burn-Smith |
| WSLS-TV Roanoke, Va. (10) | 9/11/52<br>‡12/11/52 | NBC, CBS<br>Avery-Knodel |
| KROC-TV Rochester, Minn. (10) | 1/15/53<br>May | .....<br>Meeker |
| WROH (TV) Rochester, N. Y. (*21) | 7/24/52<br>Unknown | .....<br>..... |
| WTVO (TV) Rockford, Ill. (39) | 9/11/52<br>April | NBC<br>Weed |
| WROM-TV Rome, Ga. (9) | 2/11/53<br>7/15/53 | .....<br>Weed |
| KSWS-TV Roswell, N. M. (8) | 1/29/53<br>Unknown | .....<br>..... |
| WKNX-TV Saginaw, Mich. (57) | 10/2/52<br>4/1/53 | .....<br>Gill & Perna |
| WJON-TV St. Cloud, Minn. (7) | 1/23/53<br>May-June | .....<br>Rambeau |
| KFEQ-TV St. Joseph, Mo. (2) | 10/16/52<br>May | .....<br>Headley-Reed |
| KSTM-TV St. Louis, Mo. (36) | 1/15/53<br>April 15 | .....<br>..... |
| WIL-TV St. Louis, Mo. (42) | 2/12/53<br>Late 1953 | .....<br>..... |
| WSUN-TV St. Petersburg, Fla. (38) | 10/9/52<br>5/1/53 | .....<br>Weed |

# Compare G-E Synchro-Lite Projector performance

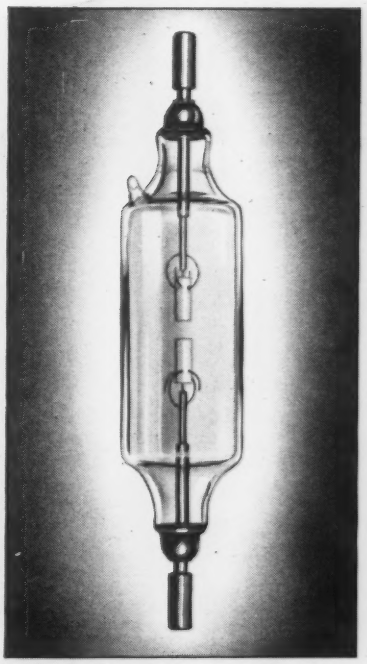
Slave Operation
Instant Stop and Start
Preview Any Frame
No Phasing Bars
Super-Positions



• You get higher quality results from any film used—even high density film. Iconoscope tubes respond more favorably to a Synchro-Lite source than to standard incandescent sources.



• Forget annoying phase bars and "travel ghosts" and concentrate on the versatile effects you can get from the G-E Synchro-Lite Projector.



**SYNCHRO-LITE FLASH TUBE, FT-231**

• Money-maker *and* money-saver! G-E Synchro-Lite Projector gives you long lamp life, no instantaneous lamp failure, and requires low power input.

Now your commercial possibilities become unlimited—with a G-E Synchro-Lite Projector. For the first time you can superpose local film on remote presentations. Here's the only TV projector that can be slaved to a network or a remote source assuring smooth, continuous programming of a quality never before attainable! A touch of a button brings the film to a standstill within a second. Preview on the monitor any single frame of the film—from start to finish—without scorching or burning. Another touch and film starts. These days, when so much of your money-making commercial and regular programming depends on film, get the utmost in projector performance—insist on a G-E Synchro-Lite Projector. Write for complete information: *General Electric Company, Section 223-9, Electronics Park, Syracuse, N. Y.*

Complete Television Equipment for VHF and UHF

**GENERAL ELECTRIC**

| Location & Channel | Date Granted & Target for start | Network Representative |
|---|---|---|
| KPIC (TV) Salem, Ore. (24) | 1/29/53<br>July | .....<br>..... |
| KICU (TV) Salinas, Calif. (28) | 1/15/53<br>9/15/53 | .....<br>..... |
| KSBW Salinas, Calif. (8) (ST-KMBY-TV) | 2/19/53<br>Unknown | .....<br>..... |
| KGKL-TV San Angelo, Tex. (3) | 12/18/52<br>Unknown | .....<br>Pearson |
| KTXL-TV San Angelo, Tex. (8) | 11/26/52<br>Unknown | .....<br>..... |
| KITO-TV San Bernardino, Calif. (18) | 11/6/52<br>Fall 1953 | .....<br>Hollingbery |
| WKAQ-TV San Juan, P. R. (2) | 7/24/52<br>1954 | .....<br>Inter-American |
| WLEC-TV Sandusky, Ohio (42) | 1/23/53<br>12/1/53 | .....<br>..... |
| KEYT (TV) Santa Barbara, Calif. (3) | 11/13/52<br>4/1/53 | ABC, DuM<br>CBS, NBC<br>Hollingbery |
| KTVK (TV) Santa Fe, N. M. (2) | 1/23/53<br>Unknown | .....<br>..... |
| WARM-TV Scranton, Pa. (16) | 2/26/53<br>Early Fall '53 | .....<br>Hollingbery |
| WGBI-TV Scranton, Pa. (22) | 8/14/52<br>April | CBS<br>Blair-TV Inc. |
| WTVU (TV) Scranton Pa. (73) | 8/14/52<br>April 15 | .....<br>Bolling |
| KRDO-TV Sedalia, Mo. (6) | 2/26/53<br>Unknown | .....<br>..... |
| Sherman TV Co., Sherman, Tex. (46) | 3/4/53<br>Late Summer, '53 | .....<br>..... |
| KWTV (TV) Sioux City, Iowa (36) | 10/30/52<br>Unknown | .....<br>..... |
| KVTV (TV) Sioux City (9) | 11/20/52<br>3/29/53 | CBS<br>Katz |
| KELO-TV Sioux Falls S. D. (11) | 11/20/52<br>4/1/53 | .....<br>Taylor |
| WSBT-TV South Bend, Ind. (34) | 8/28/52<br>‡12/22/52 | NBC, CBS<br>Raymer |
| KHQ-TV Spokane, Wash. (6) | 7/11/52<br>‡12/22/52 | NBC, ABC<br>Katz |
| KXLY-TV Spokane, Wash. (4) | 7/11/52<br>‡1/20/53 | CBS, DuM<br>Walker, Pac. NW Bcstrs |
| WWLP (TV) Springfield, Mass. (61) | 7/11/52<br>‡March 15 | .....<br>Hollingbery |
| KTTS-TV Springfield, Mo. (10) | 10/9/52<br>April | CBS, DuM<br>Weed |
| KYTV (TV) Springfield, Mo. (3) | 1/8/53<br>July | .....<br>..... |
| Plains TV Co., Springfield, Ill. (46) | 2/26/53<br>Unknown | .....<br>..... |
| KTVU (TV) Stockton, Calif. (36) | 1/8/53<br>September | .....<br>Hollingbery |
| WHTV (TV) Syracuse, N. Y. (*43) | 9/18/52<br>Unknown | .....<br>..... |
| KMO-TV Tacoma, Wash. (13) | 12/10/52<br>6/1/53 | .....<br>Branham |
| KTNT-TV Tacoma, Wash. (11) | 12/10/52<br>‡3/1/53 | CBS, DuM<br>Weed |
| KCEN-TV Temple, Tex. (6) | 1/29/53<br>Unknown | .....<br>..... |
| KCMC-TV Texarkana, Tex. (6) | 2/5/53<br>May | .....<br>Taylor |
| KCNA-TV Tucson, Ariz. (9) | 12/18/52<br>Unknown | .....<br>..... |
| KOPO-TV Tucson, Ariz. (13) | 11/13/52<br>‡2/1/53 | .....<br>..... |
| KVOA-TV Tucson, Ariz. (4) | 11/13/52<br>Unknown | NBC<br>Raymer |
| KCEB (TV) Tulsa, Okla. (23) | 2/26/53<br>Unknown | .....<br>..... |
| KETX (TV) Tyler, Tex. (19) | 1/29/53<br>6/1/53 | .....<br>..... |
| WGOV-TV Valdosta, Ga. (37) | 2/26/53<br>Late Summer '53 | .....<br>Southern TV & Radio Sales |
| KANG-TV Waco, Tex. (34) | 11/13/52<br>7/1/53 | .....<br>..... |
| WHHH-TV Warren, Ohio (67) | 11/6/52<br>Unknown | .....<br>..... |
| WATR-TV Waterbury, Conn. (53) | 10/30/52<br>5/1/53 | .....<br>Rambeau |
| WWNY-TV Watertown, N. Y. (48) | 12/23/52<br>Unknown | .....<br>Weed |
| WIRK-TV West Palm Beach, Fla. (21) | 12/18/52<br>Unknown | .....<br>..... |
| Polan Indstrs., Wheeling, W. Va. (51) | 2/11/53<br>October | .....<br>..... |
| KEDD (TV) Wichita, Kan. (16) | 2/18/53<br>5/15/53 | .....<br>..... |
| KFDX-TV Wichita Falls, Tex. (3) | 12/18/52<br>4/1/53 | .....<br>..... |
| KTVW (TV) Wichita Falls, Tex. (22) | 11/6/52<br>April | .....<br>..... |
| KWFT-TV Wichita Falls, Tex. (6) | 1/23/53<br>‡3/1/53 | CBS<br>Blair-TV |
| WBRE-TV Wilkes-Barre, Pa. (28) | 10/2/52<br>‡1/1/53 | NBC<br>Headley-Reed |
| WILK-TV Wilkes-Barre, Pa. (34) | 10/2/52<br>8/1/53 | ABC-DuM<br>Avery-Knodel |
| WRAK-TV Williamsport, Pa. (36) | 11/13/52<br>Unknown | .....<br>..... |
| WTOB-TV Winston-Salem, N. C. (26) | 2/5/53<br>July-August | NBC, DuM<br>..... |
| KIMA-TV Yakima, Wash. (29) | 12/4/52<br>7/1/53 | .....<br>Weed |
| KIT-TV Yakima, Wash. (23) | 12/4/52<br>August | .....<br>..... |
| WNOW-TV York, Pa. (49) | 7/11/52<br>Mid-Summer '53 | DuM<br>Hollingbery |
| WSBA-TV York, Pa. (43) | 7/11/52<br>‡12/22/53 | ABC<br>Radio-TV Reps. |
| WFMJ-TV Youngstown, Ohio (73) | 7/11/52<br>‡3/8/53 | NBC<br>Headley-Reed |
| WKBN-TV Youngstown, Ohio (27) | 7/11/52<br>‡1/11/53 | CBS, DuM<br>ABC<br>Raymer |
| WUTV (TV) Youngstown, Ohio (21) | 9/25/52<br>7/21/53 | .....<br>..... |
| WHIZ-TV Zanesville, Ohio (50) | 12/10/52<br>4/1/53 | .....<br>Pearson |

# ACTIONS OF THE FCC

## *March 5 through March 11*

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.***

**Abbreviations:**

**CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)**

### FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 2,379 | 573 | 98 |
| CPs on air | 20 | 39 | 39 |
| Total on air | 2,399 | 612 | 137 |
| CPs not on air | 130 | 15 | 177 |
| Total authorized | 2,529 | 627 | 314 |
| Applications in hearing | 161 | 5 | 66 |
| New station requests | 246 | 12 | 791 |
| Facilities change requests | 194 | 39 | 28 |
| Total applications pending | 870 | 183 | 877 |
| Licenses deleted in Jan. | 1 | 5 | 0 |
| CPs deleted in Jan. | 1 | 0 | 0 |

*Does not include noncommercial educational FM and TV stations.

• • •

### AM and FM Summary through March 4

| | On Air | Licensed | CPs | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| AM | 2,400 | 2,380 | 181 | 280 | 165 |
| FM | 613 | 574 | 57 | 10 | 5 |

### Television Station Grants and Applications Since April 14, 1952

***Grants since July 11, 1952:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 93 | 181 | 274 |
| Educational | 2 | 12 | 14 |

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on Air | 128 | 16 | 144 |

***Applications filed since April 14, 1952:***

| | New | Amnd. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 744 | 337 | 594 | 477 | 1,069[1] |
| Educational | 22 | ... | 27 | 15 | 22 |
| Total | 766 | 337 | 602 | 495 | 1,090 |

[1] One applicant did not specify channel.
[2] Includes 281 already granted.

• • •

**Processing on city priority Gr. A-2 line has extended to city No. 310.**
**Processing on city priority Gr. B line has extended to city No. 201.**


**Southwest Operation**

***$25,000.00***

This independent station is returning in excess of $10,000.00 a year to owner and business is continuing to increase. Located in a rich and growing southwest agricultural and oil market. Land and air conditioned building is on a long term lease. Equipment in excellent condition and will inventory at approximately $25,000.00. This price is set for quick action and the first qualified buyer will get one of the year's outstanding buys.

**Appraisals • Negotiations • Financing**

**BLACKBURN - HAMILTON COMPANY**

*RADIO STATION AND NEWSPAPER BROKERS*

**WASHINGTON, D. C.**
**James W. Blackburn**
William T. Stubblefield
**Washington Bldg.**
**Sterling 3-4341-2**

**CHICAGO**
**Ray V. Hamilton**
**Tribune Tower**
**Delaware 7-2755-6**

**SAN FRANCISCO**
**Lester M. Smith**
**235 Montgomery St.**
**Exbrook 2-5672**


# New TV Stations . . .

## Decisions

**Bloomington, Ill.—Cecil W. Roberts.** Granted uhf Ch. 15 (476-482 mc); ERP 18 kw visual, 9.8 kw aural; antenna height above average terrain 320 ft., above ground 315 ft. Estimated construction cost $110,572, first year operating cost $108,000, revenue $120,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio and transmitter location 106 W. Monroe St., Geographic coordinates 42° 28' 49" N. Lat., 88° 59' 39" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. **Cecil W. Roberts,** permittee, is licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan., and KCRB Chanute, Kan. File No. BPCT-1554. City priority status Gr. A-2, No. 137. Granted March 4.

**Clovis, N. M.—Telepolitan Bestg. Co.** Granted vhf Ch. 12 (204-210 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 500 ft., above ground 517 ft. Estimated construction cost $150,545, first year operating cost $80,000, revenue $100,000. Post office address: c/o Sid Pipkin, Star Route, Clovis, N. M. Studio and transmitter location: ½ mi. North of Clovis city limits on State Highway 18. Geographic coordinates 34° 26' 00" N. Lat., 103° 11' 30" W. Long. Transmitter and antenna RCA. Legal counsel Quinn

& Cox, Clovis, N. M. Consulting engineer Sid S. Pipkin, Clovis. Principals include **Sid S. Pipkin** (50%), farming 15 mi. north of Clovis, and **Sam W. Pipkin** (50%), same interests as Sid S. Pipkin. Sam W. Pipkin is father of Sid Pipkin. File No.: BPCT-1293. City priority status: Gr. A-2, No. 309. Granted March 4.

**Bismarck, N. D.—Meyer Bcstg. Co. (KFYR).** Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 520 ft., above ground 704 ft. Estimated construction cost $279,800, first year operating cost $110,000, revenue $90,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location 202 Fourth St. Transmitter location 2½ mi. north and ¼ mi. west of Menoken, N. D., at site of KFYR (AM). Geographic coordinates 46° 51' 12" N. Lat., 100° 32' 37" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Secretary **Etta Hoskins Meyer** (8.4%) (plus another 85.8% interest as executrix of Estate of P. J. Meyer, deceased, and as trustee for Marietta M. Ekberg Trust, for a total of 94.2% interest controlled by Mrs. Meyer), and Executive Vice President and Treasurer **F. E. Fitzsimonds** (5.3%). File No.: BPCT-1516. City priority status: Gr. A-2, No. 287. Granted March 4.

**Bismarck, N. D.—Rudman Television Co.** Granted vhf Ch. 12 (204-210 mc); ERP 60 kw visual, 32 kw aural; antenna height above average terrain 300 ft., above ground 407 ft. Estimated construction cost $331,000, first year operating cost $152,140, revenue $180,000. Post office address Bismarck, N. D. Studio and transmitter location 2400 Rosser Ave., Bismarck. Geographic coordinates 46° 48' 27.7" N. Lat., 100° 45' 11" W. Long. Transmitter and antenna RCA. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner is **M. B. Rudman**, independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, North Dakota, Illinois, Georgia, Florida, Alabama and South Dakota. He is 50% owner of Navarre Bldg., Denver. Permittee also is permittee of new TV stations in Galveston, Tex., Minot, N. D., and Billings, Mont. File No.: BPCT-1317. City priority status: Gr. A-2, No. 287. Granted March 4.

**Medford, Ore.—Southern Oregon Bcstg. Co.** Granted vhf Ch. 5 (76-82 mc); ERP 19 kw visual, 9.8 kw aural; antenna height above average terrain 460 ft., above ground 190 ft. Estimated construction cost $189,704, first year operating cost $115,000, revenue $95,000. Post office address c/o KUIN, P. O. Box 148, Grants Pass, Ore., or c/o Edward A. Malone, 401 South Fir St., Medford, Ore., or c/o William B. Smullin, KIEM Eureka, Calif. Studio location 401 South Fir St., Medford. Transmitter location 2.3 mi. east of Gold Hill, Ore. Geographic coordinates 42° 25' 43" N. Lat., 123° 00' 09" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Amos Voorhies** (50%), 25% owner and president of Courier Pub. Co., Grants Pass, Ore., and licensee of KUIN; Vice President **Edward A. Malone**, and Secretary-Treasurer **William B. Smullin** (50%), sole owner of KIEM Eureka, Calif. File No.: BPCT-1294. City priority status: Gr. A-2, No. 310. Granted March 4.

**Sherman, Tex.—Sherman Television Co.** Granted uhf Ch. 46 (662-668 mc); ERP 20.5 kw visual, 11 kw aural; antenna height above average terrain 310 ft., above ground 338 ft. Estimated construction cost $203,500, first year operating cost $162,260, revenue $180,000. Post office address Sherman Television Co., Sherman, Tex. Studio and transmitter location E. Mulberry St. & N. Walnut St. Geographic coordinates 33° 38' 23.7" N. Lat., 96° 36' 10.6" W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include Partners **John A. Prather** (31¼%), **Hugh E. Prather** (12½%), **Hugh E. Prather Jr.** (12½%), **S. Foster Yancey** (25%), **Robert S. Burgher** (6¼%), and **William R. Moore** (12½%). File No.: BPCT-623. City priority status: Gr. A-2, No. 260. Granted March 4.

**Charleston, W. Va.—Joe L. Smith Jr. Inc. (WKNA).** Granted uhf Ch. 49 (680-686 mc); ERP 228 kw visual, 120 kw aural; antenna height above average terrain 391 ft., above ground 342 ft. Estimated construction cost $326,957, first year operating cost $141,660, revenue $120,000. Post office address WJLS Bldg., Main & Kanawha Sts., Beckley, W. Va. Studio and transmitter location ½ mi. east of South Charleston. Geographic coordinates 38° 21' 22" N. Lat., 81° 40' 02" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President and 100% stockholder **Joe L. Smith Jr.**, Secretary **Virginia N. Cooper**, and Directors **Joe L. Smith, Hulett C. Smith** and **George J. Gray**. File No.: BPCT-591. City priority status: Gr. A-2, No. 48. Granted March 4.

## Passed-Over TV Applications

Following is a list of mutually exclusive TV applications passed over by FCC pursuant to FCC action Sept. 17, 1952 [B•T, Sept. 22, 1952], effective Oct. 15, 1952, suspending processing of these applications in order to expedite processing of uncontested TV applications (list issued March 5):

**GROUP A**

| Applicant | Location | Ch. No. | File No. (BPCT) |
|---|---|---|---|
| Enterprise Publishing Co. | Bogalusa, La. | 39 | 1487 |
| Miss-Lou Inc. | Bogalusa, La. | 39 | Tend. |
| Great Northern Tele. Inc. | Plattsburg, N. Y. | 28 | 1290 |
| Plattsburg Bcstg. Corp. | Plattsburg N. Y. | 28 | 1289 |
| Charles Thieriot | Modesto, Calif. | 14 | 1420 |
| Ralph M. Brown | Modesto, Calif. | 14 | 1521 |

The following are additions to previous passed over lists resulting from new filings or amendments:

**GROUP A**

| | | | |
|---|---|---|---|
| Radio Wisconsin Inc. | Madison, Wis. | 3 | 410 |
| Badger Tele. Co. Inc. | Madison, Wis. | 3 | 1472 |
| J. E. O'Neill | Fresno, Calif. | 47 | 1194 |
| Schuler, Chenault, Williamson & Todd (Partnership) | Fresno, Calif. | 47 | 1576 |
| Mt. Washington Tele. Inc. | Lewiston, Maine | 8 | 1530 |
| Ottumwa Telecasting Corp. | Ottumwa, Iowa | 15 | 1548 |
| R. & L. Co. | Reno, Nev. | 4 | 612 |
| Western Television Co. | Reno, Nev. | 4 | 1510 |

**GROUP B**

| | | | |
|---|---|---|---|
| UAW-CIO Bcstg. Corp. of Mich. | Detroit, Mich. | 62 | 1589 |
| KFBW Bcstg. Co. | Los Angeles, Calif. | 34 | 1587 |
| CKG Television Co. | New Orleans, La. | 26 | 1474 |
| Community Tele. Corp. | New Orleans, La. | 26 | 1378 |
| Puget Sound Bcstg. Co. | Seattle, Wash. | 7 | 1592 |
| Empire Coil Co. Inc. | Indianapolis, Ind. | 26 | 1553 |
| Marion Radio Corp. | Indianapolis, Ind. | 26 | 1596 |

## Applications Dismissed

(By letter, March 5. Non-response to Sixth Report and Order.)

| File No. | Applicant & Location | Channel No. |
|---|---|---|
| BPCT-309 | Mike Benton d/b as General Bcstg. Co., Atlanta, Ga. | 11 |
| BPCT-190 | Columbia Bcstg. System, Inc. Chicago, Ill. | 11 |
| BPCT-659 | Lewis College of Science and Technology, Chicago, Ill. | 13 |
| BPCT-358 | Midland Bcst. Co., Topeka, Kan. | 7 |
| BPCT-696 | Onondaga Radio Bcstg. Corp., Syracuse, N. Y. | 10 |
| BPCT-672 | WAGE Inc., Syracuse, N. Y. | 10 |
| BPCT-812 | The Ohio State University, Columbus, Ohio. | 12 |
| BPCT-479 | Public Radio Corp., Tulsa, Okla. | 10 |
| BPCT-428 | Donald W. Reynolds, Tulsa, Okla. | 8 |
| BPCT-531 | Presque Isle Bcstg. Co., Erie, Pa. | 3 |
| BPCT-611 | Charles S. Cornell, Nashville, Tenn. | 2 |
| BPCT-540 | J. T. Ward, d/b as WLAC Bcstg. Service, Nashville, Tenn. | 7 |
| BPCT-392 | Lee Bcstg. Corp., Richmond, Va. | 10 |
| BPCT-601 | Robert R. Thomas Jr., Oak Hill, W. Va. | 6 |
| BPCT-266 | Eurith Dickinson Rivers Jr., Atlanta, Ga. | 8 |
| BPCT-196 | WJJD Inc., Chicago, Ill. | 13 |

## New Applications

**El Dorado, Ark.—TV Enterprises Inc. (KARK) Little Rock),** vhf Ch. 10 (192-198 mc); ERP 31.6 kw visual, 17.05 kw aural; antenna height above average terrain 234 ft., above ground 221 ft. Estimated construction cost $196,921, first year operating cost $110,000, revenue $150,000. Post office address: Box 610, El Dorado. Studio and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transmitter location 1.5 mi. N. of El Dorado. Geographic coordinates 33° 14' 11" N. Lat., 92° 39' 51" W. Long. Transmitter and antenna G. E. Legal counsel Spearman & Roberson, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **P. H. Barton** (90%), president KARK Little Rock; Vice President **C. N. Barton** (1%); **W. N. McKinney**, 65% owner and President KELD El Dorado; **R. E. Meinert**, 5% owner KELD, Vice President KARK, applicant for vhf Ch. 4 Little Rock, and **E. W. Atkinson**, Treasurer KARK. City priority status: Gr. A-2, No. 219.

**Waterloo, Ind. — Tri-State TV Inc. (WDOK Cleveland)**, uhf Ch. 15 (476-482 mc); ERP 20.3 kw visual, 10.98 kw aural; antenna height above average terrain 919 ft., above ground 526 ft. Estimated construction cost $198,582, first year operating cost $203,640, revenue $244,200. Post office address: 114 Engineers Bldg., Cleveland, Ohio. Studio and transmitter location on Old U. S. 6. Geographic coordinates 41° 26' 21" N. Lat., 85° 00' 28" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer R. M. Pierce, Cleveland. Principals include President **R. M. Pierce** (22.5%), president WDOK Cleveland; Treasurer **F. C. Wolf** (22.5%), treasurer WDOK Cleveland; Vice President **E. Harry Camp** (10%), general manager WDOK Cleveland and other minority stockholders. City priority status: Gr. A-2, No. 870 (Angola, Ind.).

**Columbus, Ohio—The Ohio State University (WOSU)**, uhf Ch. *34 (590-596 mc); ERP 202 kw visual, 121 kw aural; antenna height above average terrain 551 ft., above ground 593 ft. Estimated construction cost $425,400, first year operating cost $150,000, revenue none. Post office address: Columbus 10, Ohio. Studio and transmitter NE corner of N. Starr & W. Lane Ave. Geographic coordinates 40° 00' 28" N. Lat., 783° 02' 49" W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio. Consulting engineer Robert C. Higgy, Ohio State University. Principals include members of the Board of Trustees, Ohio State University, and University officials, including President **Howard L. Bevis**, Secretary of the Board **Carl E. Steeb**, and **Robert C. Higgy**, director WOSU. City priority status: Gr. B-2, No. 165.

**Klamath Falls, Ore.—Klamath Falls TV Inc.**, vhf Ch. 2 (54-60 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 113 ft., above ground 300 ft. Estimated construction cost $175,000, first year operating cost $125,000, revenue $125,000. Post office address: Box 941, Klamath Falls, Ore. Studio and transmitter location 7th & McKinley. Geographic coordinates 42° 13' 31" N. Lat., 121° 47' 13" W. Long. Transmitter RCA, antenna RCA. Legal counsel Wendell E. Cameron, Portland, Ore. Principals include 50 residents, business and professional, of Klamath Falls; each having equal (2%) interest in the corporation. Officers include President **Henry J. Chandler**, manager of radio interests for Southern Oregon Pub. Co. (KFLW Klamath Falls, KRNR Roseburg, Ore.) and stockholder **Frank Jenkins**, owner of Herald Pub. Co., Klamath Falls. City priority status: Gr. A-2, No. 343.

## Applications Amended

**Columbus, Ga.—TV Columbus.** Request amendment of application to change antenna height above average terrain from 700 ft. to 650 ft. and make changes in antenna system. (BPCT-1297.) [For application see B•T, Oct. 20, '52.]

**Sacramento, Calif.—Sacramento Telecasters Inc.** Amended to change antenna height above average terrain from 1490 ft. to 1618 ft.; type antenna; correct geographical coordinates; and other equipment changes. (BPCT-976.) [B•T, July 7, '52.]

**Twin Falls, Idaho—Southern Idaho Bcstg. & TV Co.** Amended to change officers and stockholders; change antenna height above terrain from 451 ft. to 469 ft., change height above mean sea level and correct geographic coordinates. Amends to delete 12½% interest owned by G. R. Wrathall, and change interest owned by D. G. Smith from 12½% to 25%. (BPCT-1292.) [B•T, Sept. 1, '52.]

**Chicago, Ill. — Johnson-Kennedy Radio Corp.** Amended to change officers and directors; to reflect resignation of J. Leslie Atlass as an officer and director of applicant, as a result of the question raised by FCC with reference to his overlapping interest in applicant and as general manager of WBBM-TV Chicago. Amendment states applicant will accept grant with condition that Mr. Atlass dispose of stock holdings as soon as possible. (BPCT-187.) [B•T, Dec. 15, '52.]

**Evansville, Ind.—South Central Bestg. Corp.** Amended to change cost of construction from $195,206 to $199,641, operating cost from $200,000 to $414,653, revenue from $175,000 to $460,107; financial structure and programming. (BPCT-707.) [B•T, June 23, '52.]

**Rochester, N. Y.—Veterans' Bcstg. Co. (WVET).** Amended to change ERP from 26.2 kw visual and 13.95 kw aural to 118 kw visual, 59.3 kw aural; antenna height above average terrain from 450 ft. to 381 ft.; change hours of operation from unlimited to sharing time with WHEC, Inc. (BPCT-326); add visual and aural amplifiers; make change in antenna and transmitters, cost of construction, financing and programming. (Contingent on grant of BPCT-326.) [B•T, March 9, July 7, '52].

**Brighton, N. Y. — WHEC Inc. (WHEC).** Amended to change ERP from 125 kw visual, 62.5 kw aural to 118 kw visual, 59 kw aural; antenna height above average terrain from 449 ft. to 381 ft.; hours of operation from unlimited to sharing time with Veterans' Bcstg. Co. (above) (BPCT-833); change studio location from 1850 Winton Rd. South, Brighton, to 40 Franklin St., Rochester; make changes in cost of construction, financing and programming. (Contingent on grant of BPCT-833.) [B•T, March 9, July 7, '52].

**Lebanon, Pa.—Lebanon TV Corp.** Amended to change ERP from 96.6 kw visual, 55 kw aural to 92.8 kw visual, 50 kw aural; antenna height above average terrain from 328 ft. to 246 ft.; type antenna; type transmitter; studio and transmitter locations from 8th and Cumberland Sts., Lebanon, and approximately 2 mi. due N of Lebanon, to State Highway 72, Ebenezer, Pa.; and other equipment changes. [BPCT-1011] [B•T, July 7, '52].

**Anderson, S. C.—Wilton E. Hall.** Amended to change antenna height above average terrain from 378 ft. to 420 ft. and transmitter location from Anderson College Campus to Market St., between Main and McDuffie, Anderson. (BPCT-865.) [B•T, June 23, '52].

# Existing TV Stations . . .

## Decisions

**WNBF-TV Binghamton, N. Y.**, operating on vhf Ch. 12, granted change in effective radiated power from 52.5 kw visual and 26.25 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain changes from 820 ft. to 810 ft.

**KCTY (TV) Kansas City**, new grantee assigned uhf Ch. 25, granted change in ERP from 93 kw visual and 51 kw aural to 94 kw visual and 50 kw aural, increase antenna from 390 ft. to 820 ft. and move transmitter site from Broadway and 26th St. to Overland Park. Studio is specified as Pickwick Hotel.

**WTVI (TV) Belleville, Ill.**, new grantee on uhf Ch. 54, granted change in ERP from 220 kw visual and 120 kw aural to 205 kw visual and 105 kw aural, increase antenna from 614 ft. to 630 ft. and change transmitter site from 0.8 mi. west of city on 88th St. to studio location, 10200 W. Main St.

**WFTL-TV Ft. Lauderdale, Fla.**, new grantee on uhf Ch. 23, granted reduction in aural ERP from 56 kw to 50 kw with visual ERP of 100 kw remaining same. Studio site is changed from 1785 SE 15th St. to 229 SE 1st Ave.

**WFBM-TV Indianapolis**, operating on vhf Ch. 6, granted boost in ERP from 28.2 kw visual and 18.1 kw aural to 100 kw visual and 56 kw aural, antenna height of 400 ft. remaining unchanged.

**WTVP (TV) Decatur, Ill.**, new uhf Ch. 17 grantee, granted change in ERP from 18 kw visual and 9.8 kw aural to 17 kw visual and 9.3 kw aural, increasing antenna height from 310 ft. to 540 ft.

**KTTS-TV Springfield, Mo.**, new grantee on vhf Ch. 10, granted special temporary authority for interim operation using temporary 83 ft. tower for period March 5 to June 8. ERP in regular permit is 12.76 kw visual and 6.38 kw aural.

**WOC-TV Davenport, Iowa**, granted CP to change from Ch. 5 to Ch. 6; ERP from 22.9 kw visual, 12.5 kw aural to 100 kw visual, 50 kw aural; add power amplifiers and make antenna changes. Antenna height above average terrain 610 ft.

**WHIO-TV Dayton, Ohio**, granted STA to operate in accordance with license from March 15 to Sept. 11, except for Ch. 7 in lieu of Ch. 13.

**WAFM-TV Birmingham, Ala.**, granted STA to operate commercially on an interim basis with ERP of 20 kw visual, 10 kw aural, Ch. 13, March 6 to Sept. 6.

**WBAY-TV Green Bay, Wis.**, granted STA from March 17 to July 12. ERP 2 kw visual, 1 kw aural, antenna height above ground 349 ft. Ch. 2.

## Applications

**WTVO (TV) Rockford, Ill. — Winnebago TV Corp.** Request mod. CP to change ERP from 15.5 kw visual, 8.5 kw aural to 19.6 kw visual, 9.8 kw aural and make other equipment changes. Antenna height above average terrain 657.8 ft. (BMPCT-1021.) Filed March 11.

**KFAZ (TV) Monroe, La.—Delta TV Inc.** Request mod. CP to change ERP from 77 kw visual, 44 kw aural to 20 kw visual, 10 kw aural; install new transmitters and new antenna system. (BMPCT-1012.) Filed March 11.

**WNAC-TV Boston—General Teleradio Inc.** Request mod. CP to change ERP from 26.6 kw visual and 13.3 kw aural to 220.9 kw visual and 110.4 kw aural; add power amplifiers to present transmitting equipment. Antenna height above average terrain 470 ft. (BMPCT-1015.) Filed March 9.

**WIBM-TV Jackson, Mich.—WIBM Inc.** Request mod. CP to change ERP from 215 kw visual, 110 kw aural to 19.05 kw visual, 9.6 kw aural; change transmitter location from on Brown's Lake Road between Kimmel and Crouch Roads, 6.5 mi. S. of Jackson to 2511 Kibby Road, near Jackson; install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 322 ft. (BMPCT-1020.) Filed March 11.

**KSWS-TV Roswell, N. M.—John A. Barnett.** Request mod. CP to change ERP from 110 kw visual and 55 kw aural to 107 kw visual and 53.1 kw aural; studio location from 1719 W. Second St., Roswell to Comanche Hill, 8.6 mi. E. of Roswell; to install new transmitters and new antenna system. Antenna height above average terrain 905 ft. (BMPCT-1016.) Filed March 9.

**KBMT (TV) Beaumont, Tex.—TV Bestrs. Inc.** Request mod. CP to change transmitter location from 2.75 mi. west of Beaumont to U. S. Hwy. 90, 2 mi. east of Vidor, Tex.; studio location from "to be determined" to U. S. Hwy. 90, near Vidor, Tex.; ERP from 14 kw visual, 7.2 kw aural to 222.5 kw visual, 117.2 kw aural; install new transmitters and antenna system. Antenna height above average terrain 503 ft. (BMPCT-1009.) Filed March 3.

**WTVT (TV) Chattanooga, Tenn.—Tom Potter.** Request mod. CP to change ERP from 275 kw visual, 140 kw aural to 238.97 kw visual, 123.8 kw aural; change studio and transmitter location from Top of Lookout Mountain near Incline Station, Chattanooga, to 948-950 E. Third St., Chattanooga, and make antenna changes. Antenna height above average terrain 81.88 ft. (BMPCT-1019.) Filed March 11.

# New AM Stations . . .

## Decisions

**Warren, Ark.—Pines Bcstg. Co.** Granted 860 kc, 250 w daytime. Engineering condition. (BP-8604.)

**Fairfield, Iowa—Fairfield Bcstg. and Telecasting Corp.** Granted 1570 kc, 250 w daytime. Engineering condition. (BP-8524.)

**Covington, La.—A. R. Blossman, Inc.** Granted 730 kc, 250 w daytime, antenna height 245 ft. Estimated construction cost $16,275, operating $24,000, revenue $36,000. Engineering condition including condition that program tests will not be authorized until station WIHL, Hammond, La., has ceased operation on 730 kc, and station license will not be granted until after WIHL license for operation on another frequency has been granted. Principals include President **A. R. Blossman** (50%) and family (50%), home appliance dealer and distributor. (BP-8323.) Granted March 11.

**Lubbock, Tex. — Prosperity Land Bcstg. Co.** Granted 580 kc, 500 w daytime, antenna height 304 ft. Engineering conditions. Estimated construction cost $20,250, operating $30,000, revenue $40,000. Principals include general partners **David R. Worley**, 25% owner of New Frontier Bcstg. Co., Seminole, Tex., applicant for AM stations in


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## Help Wanted

### *Managerial*

**General manager** for independent metropolitan market. Must have had previous experience as general manager small community. Fine opportunity. Box 94W, B•T.

**Manager** for progressive 5000 watt newspaper station in Georgia ranking first in its community. Good salary-bonus set-up, as well as excellent chance for advancement, for capable man who can sell and manage. Box 117W, B•T.

**Commercial manager,** who is willing to work to make better than average earnings. Contact Manager, KERB, Kermit, Texas.

### *Salesmen*

**Manufacturer** of broadcasting, television and related equipment has opening on west coast for a sales engineer. Salary and commission. Must enjoy selling and traveling. Send full details in your reply. Box 69W, B•T.

**Wanted:** Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

**Salesman** for single station market in Michigan. Salary and mileage. Box 984S, B•T.

**Experienced salesman** for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

**Well known** manufacturer of broadcasting, communications and television equipment has an opening for a sales engineer. Territory—north Texas, Oklahoma and parts of bordering states. Salary plus commission basis. Permanent position with a growing company. If you like selling and have a technical background and really enjoy traveling, you will be interested. Your reply should include your history, experience and a recent photo or snapshot. Box 68W, B•T.

**North Carolina** station needs experienced salesman. Salary plus commission will give good income for man who can deliver results. Box 90W, B•T.

**Commercial manager.** Unusual opportunity for advancement offered by independent large metropolitan market for salesman or sales manager with good sales record. Box 93W, B•T.

**Salesman-announcer.** Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

## Help Wanted—(Cont'd.)

**1000 watt** independent needs experienced salesman for territory work. Commission basis with draw. Call, write, or see Warren Stout, KCIM, Carroll, Iowa.

**Wanted:** Assistant to owner and manager. Immediate opening for energetic salesman who can service accounts and write continuity. Excellent salary and opportunity in prosperous 1000 watt independent station. Send complete resume and photo to KTFY, Box 1032, Brownfield, Texas.

**Salesman-announcer** for 1000 watt independent in one station market. Salary plus commission, excellent opportunity. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

**Experienced** salesman wanted immediately, 1000 watt daytime independent. Write A. J. Barry, WEOK, Poughkeepsie, N. Y.

**Wanted salesman:** Man or woman, 5000 watts fulltime, WKNK, Muskegon, Michigan.

### *Announcers*

**Announcer-disc jockey with proven successful** DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

**Announcer.** Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

**Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.**

**Announcer-salesman.** Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

**Wanted:** Announcer with good voice for all-round staff work. North Carolina, ABC network station. Box 18W, B•T.

**Announcer** for kw daytimer Pennsylvania. Voice more important than experience. Single man preferred. Box 34W, B•T.

**Top rated** announcer wanted, salary from $70 to $90 per week depending on ability, immediate opening. Interview necessary. Box 43W, B•T.

**Expanding** Louisiana company with several stations has openings for announcers and men and women who can write commercial copy. Experience unnecessary. Eagerness to learn. Rush full particulars and salary requirements to Box 50W, B•T.




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## Help Wanted—(Cont'd.)

**Announcer** who can slay 'em on a morning show. Give history and tell us how much for what you can do. Box 65W, B•T.

**Personality** capable building morning audience on one of midwest's top stations with TV application. Send full details first letter. Box 67W, B•T.

**Experienced** announcer with voice that sells. Emphasis news and sports. Good salary. CBS network station in Rocky Mountain region. Box 70W, B•T.

**Wanted:** Topnotch announcer with first class ticket for combo work on network AM-FM station. Send disc or tape with complete application details with first letter. Box 79W, B•T.

**Announcer-salesman,** Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

**Combination** announcer-engineer for small Virginia network station. Strong on announcing. $60.00 to start. No drunks or prima donnas. Box 115W, B•T.

**Announcer-engineer,** first ticket, with emphasis on announcing and mature delivery for metropolitan Iowa market, 1 kw transmitter production. Starting salary $350 per month. Must be available in ten days. Box 116W, B•T.

**Local newsman** wanted for northern Illinois independent daytime station. P. O. Box 500, Waukegan, Illinois.

**Immediate** opening for experienced staff announcer. Contact J. B. McNutt, KBUD, Athens, Texas.

**Our chief announcer** is leaving after three years to join CBS Chicago. If you feel you're capable of filling this big-time announcer's shoes, send resume and recording to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

**KOB, radio & TV,** Albuquerque, New Mexico has staff opening for young experienced commercial announcer with control experience. 40 hour, 5 day week. $76.00 base salary, $80.00 in six months. Include all background information, photo and audition disc in first letter. Inquiries to Michael Dillon, Program Director.

**Announcer-engineer** with first phone. Emphasis announcing. $87.40 for 40 hours. Send letter and audition to KREM, Spokane, Washington.

**Announcer wanted,** good man, good education also interested doing other non-technical station work, 48 hours. Advise air mail complete information, audition, salary, photo, Radio Station KSPR, Casper, Wyoming.

**KUDL,** Kansas City, on air May 1, needs two top announcers. Production; news; DJ. Whiz on control board. Good salary. Send photo, audition and details to Pete Tripp, KTFS, Texarkana, Texas.

**Announcer - copywriter,** announcer - salesman wanted on WARE, Ware, Mass., which is expanding its staff. Call Ware 1-2-5-0.

**Announcer.** Morning man with some experience. Good voice. No tapes. Contact Manager WCOJ, Coatesville, Pennsylvania.

**Experienced announcer** for 1000 watt daytimer, must be good on DJ shows and news. Salary based on experience and ability. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

**Announcer-operator,** tape, disc, photo WGTN, Georgetown, S. C.

**Need** top morning announcer, also combination engineer-announcer. Housing available for family, top salary. Send full information to Lester Gould, WJNC, Jacksonville, North Carolina.

**Sports announcer** to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

**$60.00 weekly** for experienced, ad-lib announcer. Car and good English required. 44-hour week—modern station. Contact George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Position open now.

**Need** experienced radio announcer with references. Salary: $55 for 40 hours. Contact Manager, Radio Station WMVG, Milledgeville, Ga.

### *Technical*

**Wanted.** First class engineer-announcer. Box 810S, B•T.

**Permanent position,** chief engineer and assistant chief engineer for VHF channel station now under construction to be on air May 1. Combination of TV chief and AM 1000 watt directional. California. Best climate. 40,000 population. Complete details, first letter. Box 106W, B•T.

## Help Wanted—(Cont'd.)

**Engineers** for 5 kw AM. TV application. Modern air conditioned building. Best of working conditions. Knowledge of STL's or ability to work with chief engineer on STL required. Location, sunny Florida. Box 118W, B•T.

**Combination** engineer-announcer must be capable maintaining trans and studio equipment. Excellent working conditions, top salary. Write Manager, KERB, Kermit, Texas.

**First class** operator. 5000 watt directional. TV grant. Experience not necessary. KID, Idaho Falls, Idaho.

**250 watt station** has immediate opening for transmitter engineer. Fine opportunity for the right man. Pension trust and hospitalization insurance available. 100 kw TV under construction. KROC, Rochester, Minnesota.

**Immediate opening for transmitter operator.** No experience required. WASA, Havre de Grace, Maryland.

**Wanted:** Combination engineer-announcer, near Atlanta. WBHF, Cartersville, Ga.

**Wanted:** Transmitter engineer wiht first class ticket. Bachelor quarters available. Excellent working conditions. WJTN-AM and FM, Jamestown, New York.

**Chief engineer** for 250 watter. $80 per week. WLOG, Logan, W. Va.

**Immediate opening** for first phone engineer 40 hour week. Need car. No experience required. WNBZ, Saranac Lake, New York.

**Wanted** — First phone transmitter operator. WPAZ, Pottstown, Penna.

**Wanted,** engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

**Wanted:** Engineer experienced in control board operation, no announcing, 40 hour week, annual increases. Rush references, background, photo, Station WSRS, Cleveland 18, Ohio.

**First phone;** transmitter operator. WSYB, Rutland, Vermont.

**Transmitter engineer.** Experience and car necessary. Permanent position open immediately. WTAD, Quincy, Illinois.

**Wanted**—Chief engineer for combo work. Daytime station, good pay and hours. Contact WTUS,, Tuskegee, Alabama immediately.

*Production-Programming, Etc.*

**Program director** with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

**Continuity** writer-traffic director immediately. Woman preferred. Send copy samples and photo. Box 100W, B•T.

**Experienced newsman** to write and voice twelve 15-minute periods per week on 5 kw net affiliate in eastern Pennsylvania. Heavy rewrite on local news. Newspaper background helpful. Permanent. Send tape or disc, complete information, including salary required. Box 120W, B•T.

**Punch-writer.** Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

**Commercial** copywriter, fulltime position, immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

**Wanted,** capable, efficient, experienced young lady for traffic and continuity work. Opportunity for advancement. Full details and salary expected first letter with references. Radio Station WVMI, Biloxi, Miss.

## TELEVISION

*Salesmen*

**Salesman wanted,** mature, self-starting, hustling, television film programs salesman, travel Ohio Valley area for a leading nation-wide film syndicator, headquarters in California. Bachelor preferred. Box 95W, B•T.

## Situations Wanted

*Managerial*

**Solid selling** salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 981S, B•T.

**Experienced announcer,** copywriter, news editor, radio school instructor, now investment manager, wants to manage small-town radio station for percentage or stock option. Box 61W, B•T.

**Manager or sales manager**—20 years experience, 2 years TV. Strong on sales. Excellent reference. Go any place, prefer midwest or south. Box 62W, B•T.

**Program director** AM or TV; experienced all phases of boht, college degree, family, draft exempt. Box 84W, B•T.

**General manager,** successful record in tough markets. Thirteen years experience all branches radio. Excellent references. Can be available around April 1st. Box 88W, B•T.

**Aggressive** AM-TV sales manager. 38, single, university graduate. Solid advertising background includes metropolitan newspaper and advertising agency experience. Terminating present position as local-regional AM-TV sales manager. Available immediately. Willing to back up performance with personal investment. Box 101W B•T.

*Salesmen*

**Salesman:** Radio sales experience. Active go-getter wants position that provides opportunity for initiative. Box 96W, B•T.

**Salseman-announcer,** TV came to town. Details by mail. Five years experience. Box 114W, B•T.

*Announcers*

**Baseball** play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

**Baseball,** experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

**Sports announcer,** baseball specialty. Four years experience plus sales and ticket. Permanent. Family man. Box 980S, B•T.

**Singing hillbilly DJ.** Wants change, prefer west. Good commercial, plays guitar. TV experience. Box 985S, B•T.

**Top colored DJ** and sportman available about March 25th. Permanent, prefer large market. Minimum $100.00 per week. Box 44W, B•T.

**Need baseball** broadcaster? Five years play-by-play; excellent references; experienced football, basketball, hockey, TV; no baseball present station; family; college education. Box 45W, B•T.

**Newscaster-deejay** desires change. Experience also includes sports, commercials, regular staff. Box 46W, B•T.

**Experienced** all-round man. Wants baseball play-by-play in south Georgia or Florida. Available April first. Presently employed, references. Box 48W, B•T.

**Capable** staff announcer. 10 years radio. College education. Community theatre experience. Age 34, married. Wants job in good production minded station in clean town over 75 thousand. Box 52W, B•T.

## Situations Wanted—(Cont'd.)

**Sports** play-by-play, authoritative commentary. All sports. Former collegiate, minor league baseball, pro football player. Presently employed. Five years experience. Television prospects. Good references. Box 54W, B•T.

**Personality DJ,** special events, audi-part. 5 years experience, continuous employment. Would like larger market. Married. No drifter. Presently earning $65.00 week. Box 55W, B•T.

**Topnotch** announcer-newscaster, employed. Versatile, mature. No beginner offers. Box 56W, B•T.

**Announcer-all night** disc jockey. Seven years radio as announcer, program director, salesman, newsman. Interested in specialty disc show either pop or hillbilly, but all offers considered. Box 59W, B•T.

**Announcer,** control board operator. Heavy on disc jockey shows and play-by-play of baseball and basketball. Audition disc available. Box 60W, B•T.

**New York** metropolitan area announcer-engineer desires change. 4 years experience. Emphasis announcing with programming experience. Prefer eastern market. Vet, 30, married. $80 minimum. Box 71W, B•T.

**Conscientious** negro announcer, wants opportunity, experienced, young, married, DJ, news, write copy, college graduate. Travel anywhere. Draft exempt. No floater. Desires permanency. Box 72W, B•T.

**Announcer,** news and commercials, first phone license, southeast only. Box 75W, B•T.

**Sportscaster.** Excellent play-by-play coverage of football, basketball and baseball available for major market. 5 years experience and good selling delivery. Presently sports director for 5000 watt network affiliate in east. Talented disc jockey. Box 78W, B•T.

**Sportscaster,** minor league baseball, football and basketball. Three years play-by-play experience. Currently employed at non-baseball 5 kw net. Southeast only. Baseball a must. Box 81W, B•T.

**A top jock** in a market of half a million would be available with the right offer. Large market only. Box 82W, B•T.

**Experienced TV** cameraman, director, projectionist, photographer. Radio; sports, news, DJ, staff, net and independent. Draft exempt, college degree. Mid-Atlantic preferred. Will arrange personal audition. Box 83W, B•T.

**Outstanding** announcer, perfect references. Prefers Cleveland, Cincinnati, Detroit or St. Louis. Ninety dollars. Photo and disc sent promptly. Box 91W, B•T.

**All phases** radio, announcer, sportscaster, salesman. DJ, experienced, employed, $70.00. Box 102W, B•T.

**Newsman** currently doing AM-TV newscasts in major metropolitan market. Ten years radio television experience. College grad, vet, 29 married. Box 103W, B•T.

**Broadcasting** graduate, married, veteran, third license. Good news, DJ from console, like sports. Good ad-lib. Clerical background. Distance no object. Box 107W, B•T.

**Announcer.** Experienced, 29. Family man. Excellent on news, commercials, special events. Permanent position with a future and good pay desired. Box 108W, B•T.

**Announcer,** 6 years experience all phases, strong on news and sports play-by-play, excellent references, holds first class license. Box 109W, B•T.


Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W
BROADCASTING • TELECASTING


XUM

## Situations Wanted—(Cont'd.)

**Baseball** play-by-play, football, basketball. 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 112W, B•T.

**Announcer-engineer,** experienced all phases, first phone, college position with sports preferred. Box 113W, B•T.

**Announcer,** thoroughly experienced staff announcer; news specialist; Navy veteran; married, college graduate. Box 119W, B•T.

**Dynamic sportscaster** experienced in baseball, basketball, football, every phase of sports, local and network. Present employers, major league, network baseball executives and account references. Available due to loss of minor league baseball club locally. University grad, stable family man. 8 years experience, capable of building sports schedule into major feature of station's program. Outstanding record of successful competition against TV in metropolitan area of 250,000. Tapes available on request. They will complete the story. Box 121S, B•T.

**Interested** in radio-TV operation. Experienced disc jockey of two years. Some TV singing. Drummer. College graduate. Box 457, Danville, Va.

**Journeyman-announcer:** Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

**Versatile** announcer-newscaster. Experienced, draft exempt, free to travel. College graduate. Audition available. Duke Philip Myerson, 1050 Hassett Avenue, Las Vegas, Nevada. Telephone 3977W.

**Staff announcer,** light experience, versatile, good commercial voice, handle control board, seeks connection. College grad, draft exempt. Background: broadcasting, newswriting, N. Y. Daily. Available now. Disc, tape, references. Leonard Sharpe, 685 Sackman St., Brooklyn, N. Y.

### *Technical*

**Experienced** engineer combo-chief 3 years. Construction or maintenance, midwest preferred. Box 47W, B•T.

**First phone,** inexperienced, technically schooled, radio-TV background, straight engineering, single. Box 58W, B•T.

**Responsible** position for all-round man, with TV preference, experienced radio, TV, film, audio, licensed combo, SRT-TV grad. Single, 35, $80 minimum. Virginia or northeast. Box 66W, B•T.

**Transmitter operator.** Experienced, qualified, dependable. Your requirements? Lewis Sherlock, Box 891, Denver 1, Colorado.

### *Production-Programming, Others*

**News or PD** for AM or TV. Now news director at large net station. Past assistant PD for AM net station. Like opportunity to do solid programming with sales in mind. Box 42W, B•T.

**Promotion and publicity** director combined, at price of one! Former radio publicity-promotion head of top advertising agency and public relations chief of national network. Presently TV director of key p.r. film. Able showman and writer. Adept in layout and graphic arts techniques. Box 63W, B•T.

**SRT graduate,** assistant director or production assistant, strong music background, draft exempt. Box 73W, B•T.

## Situations Wanted—(Cont'd.)

**Continuity writer,** versatile, good typist, excellent references. Progressive station anywhere. Box 74W, B•T.

**Specialist** children's programs with unusual tie-in. Can write. Pleasing voice personality. Thoroughly trained Radio City. Scripts, disc or tape available. Girl Friday experience also. Box 86W, B•T.

**BA in Radio** plus first phone. Single, 23, exempt. Top references. Copywriting and ad-lib DJ speciality. Training all fields including programming, traffic, console, recording, production, transmitter watch. Eyesight limitation prevents heavy copy announcing. Prefers west coast. Box 89W, B•T.

**Program director.** No desk man. Will double as morning man. Box 92W, B•T.

**Available immediately,** topnotch sports program director; 5 years experience all sports, draft exempt. Contact Bob French, 8850 Houston Ave., Chicago 17, Ill., Bayport 1-3694.

# Television

### *Salesmen*

**Four years** television sales experience highly competitive major market. Two years radio sales. Excellent references. Have figures to support very successful sales record. Desire good opportunity with strong station in major market. Box 77W, B•T.

**Young,** determined, adaptable sales rep for nationally advertised organization (53 new accounts —5 months) seeks to enter TV time sales as career. Will relocate. Box 98W, B•T.

### *Announcers*

**Selling TV** personality, 9 years radio-TV background. Vet, married, presently with TV-AM outlet in southeast. Programming experience may prove helpful. Box 104W, B•T.

### *Technical*

**42 years.** Practical, experienced in TV-AM-FM. Desires position as chief in new television station. Mild climate preferred. Box 80W, B•T.

### *Production-Programming, Others*

**SRT-TV graduate** dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

**Film specialist,** 5 years experience all phases film production. Films shown by 80 stations, all networks. Thoroughly capable, creative livewire with many commercial ideas. College graduate, family man, 31. Box 32W, B•T.

**Can we help each other?** I'm an ex-GI and would like very much to get on the job training as a member of a TV crew—cameraman, etc. Hold first phone, telegraph, class "A" ham tickets. Single, 24 and approximately 4 years assorted commercial and military radio background and schooling. No hot shot or big dreamer. Just trying to get assistance in practical first hand experience. Will go anywhere for an interview with no obligation on your part. Reply to Tony Forlenza, 27 Remsen Ave., Avenel, New Jersey.

## For Sale

### *Stations*

**Owner** of a 250 watt broadcast station in a prosperous Alabama town would like to sell half interest in the station to some reliable, capable man to operate it. The station is making money. Address Box 5W, B•T.

**South,** large industrial city, 1000 watt day independent, operating 7 years, $35,000 for 51% control. Write Box 31W, B•T.

**Southern:** Excellent, affiliated 250 W. No competition. $65,000. Only 20% down. Box 41W, B•T.

### *Equipment, etc.*

**For sale.** Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

**Used** heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

**Tower,** 178 foot Truscon type D self-supporting. Suitable for AM or TV. Never erected and priced to sell with or without base insulators and lighting. Box 221, Lebanon, Tennessee.

**For sale,** 150 ft. self supporting Truscon type antenna, splendid condition, ready to ship. $1,250.00. WHAR, Clarksburg, West Virginia.

**For sale,** like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

**Lapel buttons,** car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

## Wanted to Buy

### *Stations*

**Cash** for western CP, station or interest. Experienced radio man means business. Confidential. Act now. Box 11W, B•T.

**Small** southern station with possibilities. Send full details and terms. All information confidential. Box 49W, B•T.

### *Equipment, etc.*

**Wanted:** Radio relay truck equipped for broadcast use. Box 35W, B•T.

**Wanted:** Used 5 kw transmitter. Immediate operating condition not too important but must have all components. To operate at 13 kc. Price important. Box 105W, B•T.

**Wanted:** Used 500 watt AM transmitter. FCC approved. RCA preferred. State description, condition, price and delivery. WKYB, Paducah, Kentucky.

**Wanted:** 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

## Miscellaneous

**FCC licenses** in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

## Help Wanted

### *Salesmen*

**Topnotch TV RADIO PERSONALITY**

17 years all phases of broadcasting. Station manager, program, news, special events director. TV producer-director. Staff NBC, N. Y.; WNEW, N. Y.; WJAR, Detroit; WLW, Cincinnati; WTAM, Cleveland. Wife is British starlet and only BBC disc jockey in country. Excellent husband-wife team.

If you're looking for TV-AM program director who will be your outstanding air personality, I'm your man.

Write, wire or phone Don Cordray, c/o Tom Slater, Vice President, Ruthrauff & Ryan, Inc., 405 Lexington Ave., New York, N. Y.

**Are You This Salesman?**

Can you close your radio ideas with local accounts. . . . No bed of roses. . . . But the market of over 300,000 . . . 3 radio stations . . . is here. . . . If you can work and sell, you can make money. Car essential. Salary plus commission and incentive commission. Box 976S, B•T.

**SALESMAN**

**for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.**
**Box 22W, B•T.**

## Help Wanted—(Cont'd.)

*Announcers*

**Announcer**

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

*WANTED:* TOP DJ PERSONALITY

Exceptional opportunity for outstanding air personality. Right man will have unlimited earning potential. Must build hi-rated morning show on Northern California's most popular independent. Send full particulars, photo and tape to KGMS, Hotel Senator, Sacramento, Calif.

**WANTED**

"Air Salesmen", who are "salesmen", specialty DJ's. Are you promotional minded? Ready for the big time? Now working in a small market station. Here is your chance to become a known personality in the profit column with one of the top metropolitan stations. Write, wire, crawl, send photo or audition disc or tape to Operations Manager, WSRS, "The All-American Family Station", Cleveland.

## Television

*Production, Programming, Others*

*WANTED* **GOOD-COOKER GOOD-LOOKER**

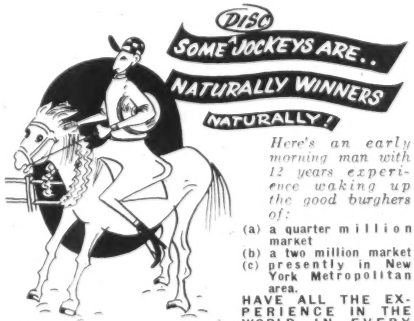
To take full charge of successful TV kitchen. Ability, experience and vitality essential. Send picture, all personal data, nature of present employment. Wonderful spot in eastern market. Box 53W, B•T.

## Situations Wanted

** * * FIND OF THE YEAR * * **

Crack radio news man with voice that "sells." Experienced writer, director and producer. Trained in TV writing and production. Want permanent position with go-getter enterprise. Box 99W, B•T.

*Announcers*




*Here's an early morning man with 12 years experience waking up the good burghers of:*

(a) a quarter million market
(b) a two million market
(c) presently in New York Metropolitan area.

HAVE ALL THE EXPERIENCE IN THE WORLD IN EVERY SINGLE ASPECT OF THE GAME (2 YEARS WITH A 4A AGENCY FOR INSTANCE) BUT DO SPECIALIZE IN EARLY MORNING STUFF. LOADED WITH APLOMB AND CAN SELL ANYTHING FROM AARDVARKS TO ZYXOMMAS (ANYONE FOR ZYXOMMAS?)

*This has got to be my last peregrination so there's no rush. Prefer good sized city. (I'm 35 and as photogenic as Marilyn Monroe in case of TV.)*

Dough and et ceteras can be discussed later.

You can begin negotiating your place into a top drawer early morning spot by contacting Box 40W, B•T.

## Situations Wanted—(Cont'd.)

*Production, Programming, Others*

**SALES PROMOTION PUBLIC RELATIONS**

Here is a promotion man whose widely-varied newspaper experience is an asset that can be used profitably in radio-television promotion. Thoroughly grounded in sales promotion and public relations techniques on major metropolitan newspapers, he is now manager of a big, hard-hitting department. His acute understanding of merchandising problems and his skill in writing sales presentations was instrumental in his rapid advancement. An excellent copywriter, he has produced result-getting, prize-winning copy for use in all media. Handling of special events and publicity are part of his outstanding record of achievement. He is familiar with radio and television promotion problems, having worked closely with newspaper owned stations. He has had management experience in all phases of advertising. This is a young man with an unusual amount of talent to offer. That's why he is seeking a greater opportunity in a newer, rapidly expanding field. Box 87W, B•T.

## For Sale

*Stations*

RADIO STATION AVAILABLE
NEW ENGLAND

250 Watts.—Full Time. Single Station Market. Coverage of three industrial and farming markets. Complete facilities under one roof. Site, tower ready for TV. Not distress property . . . Good potential, area growing. Full value can only be appreciated by personal contact. Box 76W, B•T.

*Equipment, etc.*

*FOR SALE* EQUIPMENT

**GE 920-to-960 MC studio to transmitter link**
**Type BL-2-A complete, including 400 feet solid co-ax cable or**
**Trade for Magnecorder or portable Magnecorder, plus cash.**
**BOX 51W, B•T**

FOR SALE
EQUIPMENT
EQUIPMENT SALE—Change from 250 watts to 1 kw makes possible unusually low sale prices of:
1—Limiting-Line amplifier W.E. type 1126B complete with tubes.
1—Antenna tuning unit type W.E. with line & base current meters, type D97008.
400 ft. 7/8" co-axial transmission line, 70 ohm nominal impedance.
2—Western Electric reproducer groups type 109AA, including 5A Arm 171A repeat coil and equalizer switch, 9A head suitable for lateral or vertical reproduction.
3—Hi-fidelity monitor amplifiers . . . Western Electric type 121 complete with tubes.
1—Program line equalizer W. E. 23A.
2—Brush Soundmirror tape recorders model 401.
1—W.E. portable AC battery remote amplifier, 4 mike mixer, type 22D.
ALL IN GOOD CONDITION
WLEX—Lexington, Kentucky

## Wanted to Buy

**Equipment Wanted**

Used TV transmitter. Any channel 2 to 13. Also require complete accessories. Rush list—price—availability. Box 85W, B•T.

## Employment Service

**WANT A GOOD EXECUTIVE?**

**Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.**

HOWARD S. FRAZIER
*TV & Radio Management Consultants*
708 Bond Bldg., Washington 5, D. C.

## Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
*Write • Call • Wire*
**J. M. HAMILTON & COMPANY**
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 7432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

**SALES MANAGERS**

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.

**TAPE DUPLICATION**

Write for quotation

**SUPERIOR RECORDING SERVICE**

105 W. Howard Avenue

Decatur, Georgia

## FOR THE RECORD

Levelland, Tex. and Lovington, N. M.; and **Bruce C. Zorns**, vice president Brownfield State Bank & Trust Co., Brownfield, Tex. Post office address Lubbock, Tex. (BP-8221.) Granted March 11.

**Newcastle, Wyo.—Newcastle Bestg. Co.** Granted 1240 kc, 250 w unlimited, antenna height 150 ft. Construction $20,300, operating $34,500, revenue $37,200. Principals include President **Joe Aimonetto** (24½%), ranching; Vice President **Lola Aimonetta** (24½%) and Secretary-Treasurer **Floyd L. Sparks** (1%). Post office address Newcastle, Wyoming. (BP-8605.) Granted March 11.

**WJEL Springfield, Ohio—Champion City Bestg. Co.** Granted mod. CP to increase power from 500 w to 1 kw, operating daytime only, 1600 kc; engineering conditions. (BML-1522.) Granted March 11.

**WFVG Fuquay Springs, N. C.—Radio Station WFVG.** Granted change facilities from 1460 kc, 1 kw daytime only to 570 kc, 500 w daytime; conditions. (BP-8541.) Granted March 11.

**WATS Sayre, Pa. — Thompson K. Cassel.** Granted CP to change frequency from 1470 kc to 960 kc, using 1 kw daytime; engineering condition including acceptance of any interference which may be received as a result of the authorization of facilities presently proposed in application of Hilltop Mgmt. Corp. (BP-8577) or Northern Allegheny Bestg. Corp. (BP-8671) for new facilities in Kane, Pa. Granted March 11.

**KMPC Los Angeles, Calif.—KMPC Inc.** Granted mod. CP to change name to KMPC, The Station of the Stars. (BML-1537.) Granted March 3.

**KTRN Wichita Falls, Tex.—Texoma Bestg. Co.** Granted CP to install a new transmitter as an auxiliary transmitter for daytime use, alternate main for night-time use, at present location of main transmitter, to be operated on 1290 kc, 1 kw, DA night; conditions. (BP-8757.) Granted March 3.

## New Applications

**Jacksonville, Fla.—Ray Herbert Gunkel Jr.**, 1280 kc, 1 kw daytime, antenna height 205 ft. Estimated construction cost $17,215, first year operating cost $50,000, revenue $68,000. Applicant is owner of Dixie Music Shop, Jacksonville, phonographs, records, accessories. Post office address 119 Laura St., Jacksonville, Fla. Filed March 9.

**Jacksonville, Fla.—Rollins Bestg. Co.**, 1580 kc, 1 kw daytime, antenna 200 ft. Estimated construction cost $23,900, first year operating cost $60,000, revenue $72,000. Principals include President **John W. Rollins** (62.5%), Vice President and Secretary **O. Wayne Rollins** (33.3%), and Treasurer **Katherine E. Rollins** (4.2%). Rollins Bestg. Co. is owner of WJWL Georgetown, Del., WFAI Fayetteville, N. C., WRAD Radford, Va., WRAP Norfolk, Va., and applicant for uhf Ch. 40 Dover, Del. Post office address Moore Bldg., Rehoboth, Del. Filed March 3.

**Perry, Fla.—Palataka Bestg. Co. (WWPF Palataka)**, 1220 kc, 250 w daytime, antenna 210 ft. Estimated construction cost $9,300, first year operating expense $24,000, revenue $30,000. Principals include general partners **J. E. Massey** and **L. C. McCall**. Post office address Box 86, Palataka, Fla. Filed March 3.

**Lafayette, Ga.—Radio Dixie (WSNW Seneca, S. C.)**, 1540 kc, 10 kw daytime, antenna 190 ft. Estimated construction $30,150, first year operating expense $37,500, revenue $50,000. Principals

include General Manager **J. A. Gallimore** (50%) and Treasurer **Virginia Fant Gallimore** (50%). Mr. Gallimore is sole owner of *The Seneca Journal*, Seneca, S. C., the ½ owner of WSSC Sumter, S. C. Post office address Lafayette, Ga. Filed March 4.

**Agana, Guam—Radio Guam,** 610 kc, 1 kw unlimited; antenna height 302 ft. Estimated construction cost $18,769, first year operating cost $70,000, revenue $90,000. Principals include President **Harry M. Engel Jr.** (60%), president of KVEN Ventura, Calif.; Treasurer **Phil Berg** (40%), Secretary **William B. Duce,** Beverly Hills (Calif.) attorney, and Vice President **Patricia W. Engel.** Post office address 10307 Calvin Ave., West L. A. Filed Feb. 26.

**Central City, Ky.—Muhlenberg-Ohio-McLean Bcstrs.,** 1380 kc, 500 w daytime, antenna height 170 ft. Estimated construction cost $14,200, operating $26,000, revenue $35,000. Principals include general partners **Hugh O. Potter** (70%), manager WOMI-AM-FM Owensboro, Ky., and **Cliffordean H. Potter** (30%), program director WOMI-AM-FM Owensboro. Post office address c/o Hugh O. Potter, Radio Station WOMI Owensboro, Ky. Filed March 6.

**Bogalusa, La.—Bogalusa Bcstg. Co.,** 920 kc, 1 kw daytime; antenna height 240 ft. Estimated construction cost $15,600, first year operating cost $30,000, revenue $50,000. Principals include general partners **Charles W. Holt** (50%), ⅓ owner WHSY Hattiesburg, Miss., and **Dave A. Matison, Jr.** (50%), ⅓ owner WHSY and ¼ owner, WAML Laurel, Miss. Post office address c/o W. E. James, 17 Molton St., Mobile, Ala. Filed Feb. 26.

**Cheboygan, Mich.—Midwestern Bcstg. Co.,** 1240 kc, 250 w unlimited, antenna height 150 ft. Estimated construction cost $35,630, first year operating cost $35,000, revenue $40,000. Post office address Paul Bunyan Bldg., Traverse City, Mich. Filed March 11.

**Cheboygan, Mich.—Straits Bcstg. Co. (WPTW Piqua, Ohio),** 1240 kc, 250 kw unlimited, antenna height 150 ft. Estimated construction cost $10,750, first year operating expense $24,000, revenue $36,000. Applicant is owner of Miami County Bcstg. Co. (WPTW Piqua, Ohio). Post office address c/o WPTW Piqua, Ohio. Filed March 3.

**Oxford, Miss.—Ole Miss Bcstg. Co.,** 1230 kc, 100 w unlimited, antenna height 150 ft. Estimated construction cost $11,200, operating $32,000, revenue $40,000. Principals include President **William E. Ware** (30%), with interests in KSTL St. Louis, KSWI Council Bluffs, Iowa, WPEO Peoria, Ill., and Broadcast House Inc., grantee for vhf Ch. 13 in St. Louis; Vice President **J. Dige Bishop** (30%) and **James T. Ownby** (30%), each holding interest in WCTA Andalusia, Ala., WVIM Vicksburg, Miss., WJXN Jackson, Miss., and WDOB Canton, Miss. Post office address Box 786, Jackson, Miss. Filed March 4.

**Tupelo, Miss.—Lee Bcstg. Co.,** 1380 kc, 1 kw daytime, antenna height 200 ft. Estimated construction cost $8,500, operating $20,000, revenue $35,000. Principals include general partners **W. I. Dove** (40%); **E. O. Roden** (30%), owner WBIP Booneville, Miss.; **Vernon K. Wroten** (20%), and **Robert L. McVay** (10%). Post office address Box 352, Booneville, Miss. Filed March 4.

**Durham, N. C.—Southern Radiocasting Co. (WKMT Kings Mountain),** 1410 kc, 1 kw daytime, antenna height 195 ft. Estimated construction cost $14,275, operating $24,000, revenue $36,000. Principals include general partners **J. C. Greene Jr.** and **R. H. Whitesides.** Post office address Box 641, Rock Hill, S. C.

**The Dalles, Ore.—Radio Mid-Columbia Inc.,** 1540 kc, 1 kw unlimited, antenna height 200 ft. Estimated construction cost $23,538, operating $62,868, revenue $76,500. Principals include President **Chester J. Stuart** (20%), assignee KGIB Bremerton, Wash.; Vice President **Harold L. Newhouse** (20%), salesman KPDQ Portland, Ore.; Secretary **Gerald K. Webb Sr.** (20%), program manager, KYAK Yakima, Wash.; Treasurer **F. L. Phillips** (20%), district manager, *Tri-City Herald,* Kennewick, Wash.; Director **Collin R. Matheny** (20%), ⅓ owner KRCO Prineville, Ore. Post office address 2nd and Liberty Sts., The Dalles, Ore. Filed March 6.

**Milton, Pa.—West Branch Community Bcstg. Co.,** 990 kc, 250 w daytime, antenna height 235 ft. Estimated construction cost $10,501, first year operating cost $30,000, revenue $36,000. Principals include general partners **Loren C. Ball,** travel agency, and **Harry L. Byers.** Post office address c/o K. E. Rennekamp, 513-15 Berger Bldg., Pittsburgh, Pa. Filed March 4.

**Beaufort, S. C.—Beaufort Bcstg. Co.,** 960 kc, 1 kw daytime, antenna height 240 ft. Estimated construction cost $14,854, operating $36,000, revenue $45,000. Principals include general partners **Louis M. Neale Jr.,** general manager, WALD Walterboro, S. C.; and **John M. Trask.** Post office address c/o Louis M. Neale Jr., Forest Hills, Walterboro, S. C. Filed March 9.

**Woodruff, S. C.—Woodruff Bcstg. Co.,** 1040 kc, 250 w daytime, antenna height 192 ft. Estimated construction cost $12,100, operating $21,000, revenue $30,000. Principals include general partners **Claude E. Freeman,** news director WMRC Greenville, S. C.; **Burton S. Anderson,** engineer, WMRC; and **Vernon T. Fox,** program director, WEAB Greer, S. C. Post office address c/o Burton S. Anderson, 5 Waverly Court, Greenville, S. C. Filed March 9.

**Clarksville, Tenn. — Clarksville Bcstg. Co. (WDXI Jackson, Tenn.),** 1260 kc, 500 w daytime, antenna height 365 ft. Estimated construction cost $34,450, first year operating cost $78,000, revenue $84,000. Applicant is owned by **Aaron B. Robinson,** who owns controlling interest in WDXI Jackson, WENK Union City, WDXE Lawrenceburg, WTPR Paris, and holds stock in WCMA Corinth, Miss. Post office address Clarksville, Tenn. Filed March 3.

**Sinton, Tex.—San Patricio Bcstg. Co.,** 1590 kc, 1 kw daytime, antenna height 185 ft. Estimated construction cost $28,500, first year operating $36,000, revenue $40,000. Principals include (33⅓% each) President **Thomas C. Fleet Jr.,** recent manager, KCNY San Marcos, Tex.; Vice President **Nelle Tye Harper,** owner of Johnson's Dept. Store, Hazard, Ky., and Secretary-Treasurer **Princess Johnson Fleet,** commercial manager, KCNY. Post office address Box 32, San Marcos, Tex. Filed March 3.

**Price, Utah—Carbon Emery Bcstg. Co.,** 1340 kc, 250 w unlimited, antenna height 180 ft. Estimated construction cost $14,955, operating $20,250, revenue $29,750. Principals include general partners **George G. Platis** and **Robert E. Hawley.** Post office address 389 North Third St., Price, Utah. Filed March 11.

## Existing AM Stations . . .

### Applications

**WNPT Tuscaloosa, Ala.—West Alabama Bcstg. Co.,** 1280 kc, request CP to change hours of operation from daytime to unlimited, using power of 500 w night and 1 kw day and install DA for night use. Filed March 4.

**KCOW Alliance, Neb.—Sandhills Bcstg. Corp.** Request CP to change transmitter and studio location. (1400 kc.) Filed March 11.

**WHUN Huntingdon, Pa.—The Joseph F. Biddle Pub. Co.** Request CP to change frequency from 1400 to 960 kc, increase power from 250 w to 500 w and install new transmitter. Amended to change frequency from 960 to 1150 kc. Filed March 11.

**KELO Sioux Falls, S. D.—Midcontinent Bcstg. Co.** Request CP to install new antenna for non-directional operation and mount TV antenna above and change transmitter location. (1320 kc.) Filed March 11.

**WFIG Sumter, S. C. — Radio Station WFIG Inc.** Request CP to change frequency from 1340 to 1290 kc, increase power from 250 w to 1 kw, install new transmitter and DA for day and night use (DA-2) and change transmitter location. Filed March 9.

**WSVA Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp.** Request construction permit to increase day power from 1 kw to 5 kw and install new transmitter. (550 kc.)

**WJLS Beckley, W. Va.—Joe L. Smith Inc.** Request mod. CP to use presently licensed 1 kw transmitter as a main transmitter for night use and change type 5 kw daytime transmitter. (Two main transmitters) (560 kc.)

**WPMP Pascagoula, Miss.—Crest Bcstg. Co.** Request CP to change frequency from 1580 to 1540 kc, increase power from 250 w to 1 kw and install a new transmitter.

**KOAT Albuquerque, N. M.—Alvarado Bcstg. Co.** Request CP to change frequency from 1240 to 860 kc, increase power from 250 w to 500 w night and 1 kw daytime and install new transmitter and directional antenna for night use only.

**WOKE Oak Ridge, Tenn.—Air Mart Corp.** Request mod. CP to change hours of operation from daytime to unlimited, using power of 1 kw day and night and install directional antenna for night use only. (1290 kc.)

**Punxsutawney, Pa.—Jefferson Bcstg. Co.** Request mod. CP for approval of antenna, transmitter location as East of Rte. 119, atop Snyder Hill, 0.3 mi. S of city limits of Punxsutawney; specify studio location as Hotel Punxsutawney, 110 North Findley St., Punxsutawney, and change transmitter type. (1290 kc.)

**Russelville, Ky.—South Kentucky Bcstg. Co.** Request mod. CP for approval of antenna, transmitter and studio location as on Kentucky Rte. 75, 2.2 mi. S of center of Russelville, Ky. (800 kc.)

## New FM Stations . . .

### Decisions

**Sturgis, Mich.**—WSTR Inc. Granted CP for a new Class A FM station; Ch. 276, ERP 670 w; antenna 195 ft. Engineering conditions. Estimated construction cost $100 (using existing AM facilities), operating $3,600, revenue $3,600. (BPH-1825.) Granted March 11.

## Existing FM Stations . . .

### Decisions

**WOC-FM Davenport, Iowa—Tri-City Bcstg. Co.** Granted change in ERP from 47 kw to 46 kw and antenna height from 355 ft. to 550 ft. (BPH-1826.) Granted March 11.

### Applications

**WAKR-FM Akron, Ohio—Summit Radio Corp.** Request mod. CP to change type of transmitter to type BTF 3B, 3 kw; change ERP to 4.4 kw; and antenna height above average terrain to 256 ft. Filed March 6.

**WJIZ (FM) Hammond, Ind.—South Shore Bcstg. Corp.** Request mod. of license to reduce effective radiated power from 9.3 kw to 3.1 kw. (BMLH-63.) Filed March 9.

**WTCN-FM Minneapolis, Minn.—Mid Continent Radio TV Inc.** Request CP to make changes in licensed station, to change type antenna; decrease ERP to 2.44 kw. (BPH-1837.) Filed March 9.

## Ownership Changes . . .

### Decisions

**WMOG Brunswick, Ga.—Coastal Bcstg. Co.** Granted consent to assignment of license to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**Radio Brunswick Inc.**; consideration $92,000. (BAL-1501.)

**KBOK Waterloo, Iowa—Waterloo Bcstg. Co.** Granted consent to assignment of license to **Northwestern Schools Bible College**, College of Liberal Arts, Theological Seminary; consideration $56,000. (BAL-1502.)

**WBLE Batesville, Miss. — Panola Bcstg. Co.** Granted consent to involuntary assignment of CP to **Harold B. McCarley, Travis A. Palmer** and **Miss Ruth Hartness**, Executrix of the Estate of James B. Hartness (silent partner), deceased, doing business as Panola Bcstg. Co. (BAP-190.)

**WCLC Flint, Mich.—Adelaide Lillian Carrell.** Granted consent to assignment of license to **WKMH Inc.**, consideration $42,000. (BAL-1505.)

**KSID Sidney, Neb.—Sidney Bcstg. Co.** Granted consent to voluntary assignment of CP and license to **Lewis W. Grove** and **William C. Grove**, doing business as Sidney Bcstg. Co. (Change in partnership interest.) (BAPL-87.)

**WDAD Indiana, Pa.—Indiana Broadcast Inc.** Granted consent to voluntary assignment of license and CP to **Thompson K. Cassel**. (BAL-1504, BAPRE-9.)

**WMSC Columbia, S. C.—Marseco Bcstg. Corp.** Granted consent to assignment to A. R. Heyward II, et al, to transfer control to **C. Wallace Martin, Geddings H. Crawford** and **J. Wesley Hunt**; consideration $41,000 together with all TV assets owned by licensee and obtained in connection with its application for new TV station in Columbia, S. C. (BTC-1453.)

**KIVY Crockett, Tex.—The Pioneer Bcstg. Co.** Granted consent to voluntary assignment of licenses to **Mrs. Margaret E. Callen**, Executrix of the estate of Hamilton H. Callen, deceased, and **James H. Gibbs**. (BAL-1506, BALRE-133.)

**WMOD Moundsville, W. Va.—James D. Sinyard**, granted consent to voluntary assignment of CP to **Robert W. Munn**. (BAP-187.)

**WIKC Bogalusa, La.. — Enterprise Pub. Co** Granted consent to assignment of license to **Dorothy Moss Siegelin**, presently half-owner of the station; no monetary consideration. (BAL-1503.) Granted March 11.

**KVWC Vernon, Tex.—Northwestern Bcstg. Co.** Granted consent to **R. H. Nichols**, et al, to transfer control to **James E. Doyle**; consideration $55,000 for 100%. (BTC-1454.) Granted March 11.

## Applications

**WVCV Cherry Valley, WVCN DeRuyter Village, WHVA Poughkeepsie, WVBT-FM South Bristol Twp., WFNF Wethersfield Twp., all New York—Rural Radio Network Inc.** Request voluntary assignment to **Northeast Radio Corp.** for consideration of $225,475.21. (BALH-123-124-125-126-127.) Filed March 9.

**KIBL Beeville, Tex.—Bee Bcstg. Co.** 1490 kc, request voluntary assignment of license from V. L. Rossi and John D. Rossi doing business as Bee Bcstg. Co. to **V. L. Rossi**. Involves purchase of 50% interest from John D. Rossi for consideration of $40,000, making V. L. Rossi sole owner. Filed March 6.

**WVMC Mt. Carmel, Ill.—Radio Station WVMC,** 1360 kc, request voluntary assignment of license from James R. Brewer and Stephen P. Bellinger to **Stephen P. Bellinger, Joel W. Townsend, Morris E. Kemper** and **Ben H. Townsend**. Involves purchase of 75% interest owned by James R. Brewer by Messrs. J. W. Townsend (18.75%), B. H. Townsend (18.75%), and M. E. Kemper (37.5%) for consideration of $52,500. Filed March 5.

**WWNH Rochester, New Hampshire—Stafford Bcstg. Co.**, 930 kc, request voluntary transfer of control to **Anna Belinsky**. Involves purchase of 50 shares (33.3%) from E. J. Baker, consideration $10,000, giving Anna Belinsky ⅔ control. Filed March 5.

**KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co.**, 1340 kc, request voluntary transfer of negative control from Walter T. McKay to **Arthur Stehling**. Involves transfer of 50% interest to Mr. Stehling for consideration of $7,666.66. Filed March 5.

**WHWD Hollywood, Fla.—Circle Bcstg. Corp.**, 1320 kc, request voluntary transfer of control to **Roy M. Greene**. Involves purchase of 126 shares of stock from Mrs. Ralph G. Tanner, Ralph G. Tanner Jr., and Clyde H. Whaley for consideration of $15,000. Filed March 3.

**KBLO Hot Springs, Ark.—National Park Bcstg. Co.**, 1470 kc, request voluntary assignment of CP to **Robert S. Bieloh**. Involves transfer of 51% interest from Herman H. Wommack Jr. for consideration of $1.00. Filed March 3.

**KFMB San Diego, Calif.—Kennedy Bcstg. Co.**, 550 kc, request voluntary assignment of license to **Wrather-Alvarez Bcstg. Inc.** (B•T, March 2). Filed March 3.

**KGKL San Angelo, Tex.—KGKL Inc.**, 960 kc, request voluntary assignment of license to **Lewis O. Seibert**. Involves purchase of stock from former stockholders. Filed March 3.

**KYNO Fresno, Calif.—Radio KYNO, The Voice of Fresno**, 1300 kc, request voluntary assignment of license from Robert Schuler, Sheldon Anderson, Lester E. Chenault and Bert Williamson to new partnership of Messrs. **Schuler, Chenault,** and **Williamson**. Involves sale of 15% interest of Mr. Anderson to other three members of the partnership for consideration of $35,000. Filed March 4.

**WDLA Walton, N. Y.—Delaware County Bcstg. Corp.**, 1270 kc. Request voluntary transfer of control of licensee corporation to **J. A. McKechnie, Dr. Donald A. Corgill**, and **David A. Kyle**. Involves transfer of all preferred stock and 50% common stock for consideration of $25,000. Mr. Kyle is president WABY Albany, N. Y. Filed March 4.

# New Petitions . . .

## February 25

**John H. Poole, tr/as John Poole Bcstg. Co. (KBIG), Avalon, Calif. License for CP for new AM station, 740 kc, 10 kw DA (BL-4897).**—Opposition to petitions filed by KMPC Los Angeles and KCBS San Francisco which seek to set for hearing KBIG's application for license to cover CP. KBIG claims that it was built in full compliance with every provision of its CP and that KMPC and KCBS have presented no contrary reliable evidence.

**Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. Change to non-directional daytime operation on 980 kc, 5 kw LS, 1 kw N, DA-N (BML-1483).**—Protest by National Bcstg. Co. (licensee WRC Washington) to grant to WILK, claiming operation will cause objectionable interference within present interference-free service area of WRC.

## February 26

**Benton Bcstg. Service (KBBA), Benton, Ark. Motion to strike petition to reconsider the mod. CP granted KBBA (BMP-6073) which was filed by WMPS Inc. (WMPS), Memphis, Tenn.**—KBBA asserts WMPS petition does not comply with requirements of law, does not set forth facts with particularity on which FCC could act, recites information in vague and general terms and that in order to complete the petition it is necessary to seek information not contained within the petition, that the WMPS petition presents no fact with clarity on which FCC could act, that petition is based on erroneous information not in accordance with Standards of Practice, and that WMPS does not make out a case in its petition.

## February 27

**Allocation of TV vhf Ch. 4 to Fayetteville, W. Va.**—Statement in response to notice of proposed rule making filed by WCAE Inc. (WCAE), Pittsburgh, Pa., in which WCAE recommends that FCC defer action on proposal to allocate vhf Ch. 4 to Fayetteville until proper investigation has been made with aeronautical authorities to determine whether aeronautical procedures in the area which would remain available for use by Irwin applicants would in any way preclude use and approval of antenna structures in area designed to make full utilization of vhf Ch. 4 at Irwin in accordance with FCC rules; also, that hearing be held on this matter.

**Allocation of vhf Ch. 4 to Fayetteville, W. Va.**—Opposition to proposed rule making filed by Daily Telegraph Printing Co., Bluefield, W. Va., claiming allocation to Fayetteville unfair, and that the Commission should rescind its notice which looks toward allocation of vhf Ch. 4 to Fayetteville, that FCC hold the one-year rule invalid or that if it finds one-year rule valid it assign vhf Ch. 6 to Bluefield, that if Commission decides channel should be assigned to Fayetteville, that a uhf channel be assigned there, that FCC issue declaratory ruling determining rights of Daily Telegraph Printing Co. to request assignment of vhf channel to Bluefield, that Commission hold full hearing to determine what solution to problem is in public interest, but that if FCC will not rescind proposed rule making allocating vhf Ch. 4 to Fayetteville, hold entire matter in abeyance until June 2, 1953.

**Marinette-Menominee, Wis. New TV vhf Ch. 11.**—Petition filed by M & M Bcstg. Co. to dismiss application for same channel filed by Green Bay Bcstg. Co. because Green Bay's only apparent purpose, alleges M & M, could be to block processing of M & M's application since Green Bay's application, filed just before FCC reached Marinette-Menominee on city-by-city priority line, was fatally defective.

## March 2

**The W. H. Greenhow Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell, N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al, RP-8024, BMP-5636).**—Exceptions to initial decision filed by WLEA.

**The Television Corp. (WAPI), Birmingham, Ala. Application for increase in daytime power from 10 kw to 50 kw on 1070 kc (BP-8679).**—Petition filed by WIBC to designate WAPI application for hearing because of objectionable interference which would be caused within WIBC's normally-protected contour.

**Spartanburg, S. C. New TV vhf Ch. 7**—Petition filed by Spartan Bcstg. Co. (WORD), Spartanburg, S. C., for rehearing of grant of CP to WIS-TV Columbia, S. C., to require election with respect to construction under such permit and prosecution of the application of Bcstg. Co. of The South for CP for new TV station in Spartanburg, S. C., and for grant or conditional grant of CP to WORD for new TV station in Spartanburg. WORD asserts that grant to Bcstg. Co. of The South cannot be made without violating duopoly rules.

**Sec. 3.57 of FCC Rules.**—Petition filed by Municipal Bcstg. System (WNYC), New York, to revise FCC rules to permit municipalities control their street lighting systems through momentary increase of power and momentary interruptions of signal of AM stations.

**Alaska Bcstg. Co. (KTKN), Ketchikan, Alaska. CP for power increase to 5 kw daytime on 930 kc (BP-8463).**—Opposition to petition to grant application without a hearing filed by Aurora Bcstrs. Inc. (KABI), Ketchikan, which asserts population within proposed KTKN blanket contours is far in excess of 1% prescribed by FCC rules and that application for power increase be set for hearing.

## March 3

**Wichita, Kan. New TV vhf Ch. 10 (Docket 10258, 10262 and 10263).**—Petition to dismiss application for new TV station filed by Sunflower Television Co. (Application from Mid-Continent Television Inc. and KAKE Bcstg. Co. are still pending and are set for hearing beginning March 16.)

**Edwin J. Shuffman, Kingston, N. C. New AM grantee, 1230 kc, 100 w (BP-8438).**—Reply of Edwin Shuffman to petition of Wilmington Bcstg. Service for reconsideration of Jan. 23 grant to Mr. Shuffman which sought to include condition that Mr. Shuffman's station would be subject to such interference as may be caused by grant of Wilmington's application (BP-7930) for 1230 kc, 250 w, Wilmington, N. C. Mr. Shuffman requests that any condition which FCC might impose on grant of Mr. Shuffman read that interference will be accepted by Mr. Shuffman from Wilmington provided Wilmington's antenna height not to exceed 175 ft. and 96.5 mv/m at one mile, respectively.

**Chattanooga, Tenn. New TV vhf Ch. 12.**—Petition by Tri-State Telecasting Corp. for conditional CP under rule 1.385 because two other competing applicants for same channel may not be financially qualified while FCC found Tri-State's application met all FCC requirements. Grant should be contingent upon outcome of hearing between all three applicants, Tri-State points out.

## March 4

**Mid State Bcstg. Co. and LeRoy E. Parsons, Chehalis, Wash. New AM, 1420 kc (Docket 10126,**


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10127; BP-8187, 8354).—Petition by LeRoy E. Parsons to dismiss without prejudice his application.

## March 5

**Storer Bcstg. Co.**—Petition by WSTV Inc. requesting FCC to strike and declare of no effect "election" of Storer Bcstg. Co. to process its Wheeling-Steubenville TV application rather than its Miami application because Storer did not file final election "but only present expression of choice having no binding or lawful effect." WSTV also requests that FCC deny Storer's petition for reconsideration and grant WSTV's application.

**Wichita, Kan. New TV vhf Ch. 3 (Docket 10259, 10260 and 10261).**—Petition by Taylor Radio & Television Co. for leave to amend application to substitute GE equipment for RCA equipment.

**Bristol, Va. New TV vhf Ch. 5 (BPCT-850).**—Petition by Appalachian Bcstg. Corp. for conditional CP under rule 1.385 because competing application for same facilities filed by Radiophone Bcstg. Station WOPI Inc. "was not filed in good faith but was filed for purpose of delaying and hindering the grant of Petitioner's application."

**Denver, Col. New TV Ch. (Dockets 9043, 10238, et al)**—KMYR Bcstg. Co., Metropolitan Television Co. and Chief, FCC Broadcast Bureau, request that time for filing proposed findings and conclusions be extended from March 10 to March 30 because 22-volume record with 200 exhibits is so lengthy and complicated as to require more time.

## March 6

**Wyoming Valley Bcstg. Co. (WILK), Wilkes-Barre, Pa. Change to non-directional daytime operation on 980 kc, 5 kw LS, 1 kw N, DA-N (BML-1483).**—Answer to protest filed by National Bcstg. Co. (WRC Washington) to grant to WILK, which claimed WILK will cause objectionable interference within presently interference-free area of WRC. WILK answers NBC protest by stating that NBC protest was not against WILK but against FCC rule, and also that the protest is premature.

## March 9

**Old Hickory, Tenn. New TV vhf Ch. 5**—Motion for reconsideration of Commission action in passing over applications of Life & Casulty Insurance Co. of Tennessee and Capitol Bcstg. Co. filed by Capitol Bcstg. Motion states that vhf Ch. 5 in Nashville area is assigned not to Nashville but to Old Hickory, that Life & Casualty Insurance nevertheless has main studio location listed as Nashville which either is illicit under Sec. 3.613 of rules or else makes rule making proceedings in Docket 10318 stand at naught. Capitol requests FCC to grant it vhf Ch. 5 at Old Hickory, dismissing Life & Casulty application under Temporary Processing Procedure.

**Killeen, Tex. New AM, 1050 kc, 250 w (Docket 10122, 10123 and 10124; BP-8173, 8288 and 8746).**—Petition filed by John Blake and Charles R. Wolfe, applicants in proceeding with Highlite Bcstg. Co. and KFHT Bcstg. Co., to dismiss Blake-Wolfe application.

**Wichita, Kan. New TV vhf Ch. 3 (Docket 10259, 10260 and 10261).**—Opposition to petition of Taylor Radio Co. for leave to amend application to substitute GE equipment in lieu of RCA equipment filed by Radio Station KFH Co. KFH requests that petition for leave to amend Taylor application be denied because all parties to proceeding previously agreed upon RCA equipment and that to accept amendment would entail additional testimony to be adduced to "extraordinary" length of record and proceeding.

**Albuquerque Bcstg. Co. (KOB) for extension of Special Service Authorization (Docket 10336, BSSA-275).**—Proposed findings of fact and conclusions filed by AB-PT which assert FCC should return KOB to 1030 kc pending overall decision in Clear Channel proceeding, or assignment of other facilities to KOB pending outcome of Clear Channel proceeding. Proposed findings of fact and conclusions also filed by KOB which asserts operation on 770 with 50 kw D and 25 kw N would tend to be more fair, efficient and equitable distribution of radio service than on 1030 kc with 10 kw.

**Marinette-Menominee, Wis. New TV vhf Ch. 11.**—Opposition to petition filed by M & M Bcstg. Co. which sought to dismiss application of Green Bay Bcstg. Co. filed by Green Bay Bcstg. Co. Green Bay asserts contentions of M & M are without merit.

## March 10

**AB-PT merger (Docket 10031 et al., 10046 et al. and 10110).**—Petition for reconsideration filed by Allen B. DuMont Labs. requesting FCC to reconsider portion of decision which held that Paramount Pictures controls DuMont.

**The W. L. Greenshaw Co. (WWHG) and Hornell Bcstg. Corp. (WLEA), Hornell N. Y. Initial decision favoring fulltime operation for WWHG (Docket 10060 et al., BP-8024, BMP-5636).**—Reply to exceptions and request for oral argument of WLEA filed by WWHG, which also seeks oral argument as well as affirmation of hearing examiner's initial decision without delay.

## March 11

**Sec. 1.342 of FCC Rules.**—Comments filed by Westinghouse Radio Stations Inc. urges adoption of rules as proposed (filing of contracts).

# Routine Roundup . . .

## March 5 Applications

### TENDERED FOR FILING

**Change Transmitter Location**

**WKBS Oyster Bay, N. Y., Key Bcstg. System Inc.**—CP to change trans. and studio location from Oyster Bay, N. Y., to Mineola, N. Y.

## March 6 Applications

### ACCEPTED FOR FILING

**License for CP**

**WKNK Muskegon, Mich., Nicholas William Kuris**—License for CP (BP-7903), as mod., which authorized increase in N power and changes in DA. AMENDED to change name of applicant to Nicholas William Kuris and Gladys Kuris d/b as NK Bcstg. Co. (BL-4854 AMENDED).

**Modification of CP**

**KUDL Kansas City, Mo., David M. Segal**—Mod. CP (BP-8394), which authorized new AM for approval of ant., trans. locations and change type trans. AMENDED to specify studio location (BMP-6122 AMENDED).

**License Renewals**

Following stations request renewal of license:

**WERH Hamilton, Ala.,** Marion County Bcstg. Co. (BR-2521); **KFWB Hollywood, Calif.,** KFWB Bcstg. Corp. (BR-8); **WRFC Athens, Ga.,** Radio Athens Inc. (BR-2025); **WGOV Valdosta, Ga.,** WGOV Inc. (BR-1078); **WAAF Chicago,** Corn Belt Publishers Inc. (BR-547); **WSBT South Bend, Ind.,** The South Bend Tribune (BR-[illegible]); **WJBO Baton Rouge, La.,** Baton Rouge Bcstg. Co. (BR-446); **WWJ Detroit, Mich.,** The Evening News Assn. (BR-315); **WFDF Flint, Mich.,** Trebit Corp. (BR-321); **KAAA Red Wing, Minn.,** Red Wing Bcstg. Co. (BR-2423); **WABG Greenwood, Miss.,** Greenwood Bcstg. Co. (BR-2451); **WSLI Jackson, Miss.,** Standard Life Bcstg. Co. (BR-[illegible]); **WWNH Rochester, N. H.,** Strafford Bcstg. Corp. (BR-2086); **WEBR Buffalo, N. Y.,** WEBR Inc. (BR-224); **WKRT Courtland, N. Y.,** Radio Courtland Inc. (BR-1851); **WBBB Burlington, N. C.,** Alamance Bcstg. Co. (BR-1147); **KGWA Enid, Okla.,** Public Bcstg. Service Inc. (BR-2450); **WTYC Rock Hill, S. C.,** Tri-County Bcstg. Co. (BR-[illegible]); **WTAW College Station, Tex.,** Agricultural & Mechanical College of Texas (BR-394); **KIMP Mt. Pleasant, Tex.,** Mt. Pleasant Bcstg. Co. (BR-[illegible]); **KOVO Provo, Utah,** KOVO Bcstg. Co. (BR-1015); **KBKH Pullman, Wash.,** Bayton & Hicks (BR-2528); **WELC Welch, W. Va.,** Pocahontas Bcstg. Co. (BR-2518); **KFEL-FM Denver,** Eugene P. O'Fallon (BRH-615).

**Extension of Completion Date**

**WKOP-FM Binghamton, N. Y., The Binghamton Bcstrs. Inc.**—Mod. CP (BPH-1751), which authorized new FM, for extension of completion date (BMPH-4815).

**WMRN-FM Marion, Ohio, Marion Bcstg. Co.**—Mod. CP (BPH-523), as mod., which authorized new FM, for extension of completion date (BMPH-4816).

### APPLICATION RETURNED

**License Renewal**

**WBOC Salisbury, Md.,** The Peninsula Bcstg. Co.—RETURNED application for renewal of broadcast license (BR-1090).

### APPLICATION DISMISSED

**Modification of CP**

**KBMY Billings, Mont., Billings Bcstg. Co.**—Mod. CP (BP-7437), as mod., which authorized changes in existing AM, for extension of completion date (BMP-5952).

## March 9 Applications

### ACCEPTED FOR FILING

**License Renewals**

Following stations request renewal of license:

**WZOB Ft. Payne, Ala.,** Glenn M. Gravitt (BR-2499); **WKLV Hartwell, Ga.,** Louie L. Morris (BR-1744); **KMA Shenandoah, Iowa,** May Bcstg. Co. (BR-531); **WREN Topeka, Kan.,** WREN Bcstg. Co. (BR-504); **WCOP Boston,** T. B. Baker Jr., A. G. Beaman and Roy V. Whisnand (BR-861); **WSKB McComb, Miss.,** Lester Williams (BR-1008); **KRAM Las Vegas, Nev.,** Boulder City Bcstg. Co. (BR-1973); **WPAT Paterson, N. J.,** North Jersey Bcstg. Co. (BR-1145); **KICA Clovis, N. M.,** Radio Station KICA (BR-807); **WDAY Fargo, N. D.,** WDAY Inc. (BR-656); **WIMA Lima, Ohio,** Northwestern Ohio Bcstg. Corp. (BR-2444); **WPEN Philadelphia,** Wm. Penn Bcstg. Co. (BR-363); **WOKY Milwaukee, Wis.,** Bartell Bcstrs. Inc. (BR-1657); **KXLY Spokane, Wash.,** Symons Bcstg. Co. (BR-75); **WLBL Auburndale, Wis.,** State of Wisconsin, State Radio Council (BR-619); **WTCH Shawano, Wis.,** The Shawano County Leader Pub. Co. (BR-2167); **KVOE-FM Santa Ana, Calif.,** Voice of the Orange Empire Inc. (BRH-299); **WSTC-FM Stamford, Conn.,** The Western Connecticut Bcstg. Co. (BRH-73); **KFH-FM Wichita, Kan.,** Radio Station KFH Co. (BRH-256); **WHAI-FM Greenfield, Mass.,** John W. Haigis (BRH-241); **KFAM-FM St. Cloud, Minn.,** The Times Pub. Co. (BRH-220); **WCTC-FM New Brunswick, N. J.,** Chanticleer Bcstg. Co. (BRH-216); **WHLI-FM Hempstead, N. Y.,** FM Bcstg. Corp. (BRH-111); **WTNC-FM Thomasville, N. C.,** Thomasville Bcstg. Co. (BRH-371); **WFRO-FM Fremont, Ohio,** Wolfe Bcstg. Corp. (BRH-134); **KSPI-FM Stillwater, Okla.,** Stillwater Pub. Co. (BRH-407); **WEPM-FM Martinsburg, W. Va.,** Martinsburg Bcstg. Co. (BRH-625); **WAJR-FM Morganstown, W. Va.,** West Virginia Radio Corp. (BRH-150); **WNUR (FM) Evanston, Ill.,** Northwestern U. (BRED-59); **WBGU (FM) Bowling Green, Ohio,** Bowling Green State U. (BRED-83); **WSOU S. Orange, N. J.,** Seton Hall College (BRED-23).

### APPLICATION DISMISSED

**Extension of Completion Date**

**WOKY Milwaukee, Wis., Bartell Bcstrs. Inc.**—Mod. CP (BP-7950), which authorized change in existing facilities, for extension of completion date (BMP-5948).

## March 10 Applications

### ACCEPTED FOR FILING

**Extension of Completion Date**

**WINZ Miami - Hollywood, Fla., Hollywood**

**Bcstg. Co.**—Mod. CP (BMP-3205), as mod., which authorized change in existing facilities for extension of completion date (BMP-6147).

**WMRN Marion, Ohio, Marion Bcstg. Co.**—Mod. CP (BP-7[illegible]), as mod., which authorized installation of vertical ant. and mount FM ant. on AM tower for extension of completion date (BMP-6146).

### License Renewals

Following stations request renewal of license:

**KPOF Denver,** Pillar of Fire (BR-114); **KCRT Trinidad,** Col., KCRT Inc. (BR-1292); **WLOF Orlando, Fla.,** Hazelwood Inc. (BR-1096); **WORL Boston, Mass.,** Pilgrim Bcstg. Co. (BR-2585); **KPRK Livingston, Mont.,** Yellowstone Amusement Co. (BR-1410); **WNOW York, Pa.,** The Helm Coal Co. (BR-1988); **WDVA Danville, Va.,** Virginia-Carolina Bcstg. Corp. (BR-1608); **WHA Madison, Wis.,** State of Wisconsin, U. of Wisconsin (BR-612).

## APPLICATION RETURNED

### License Renewals

Returned following applications for renewal of license:

**KFSG Los Angeles, Calif.,** Echo Park Evangelistic Assn. (BR-15); **WFPM Ft. Valley, Ga.,** Peach Belt Bcstg. Co. (BR-2618); **KVAN Vancouver, Wash.,** Vancouver Radio Corp. (BR-1027); **KWBC Ft. Worth, Tex.,** Worth Bcstg. Co. (BR-1351); **KECK Odessa, Tex.,** Ector County Bcstg. Co. (BR-1409).

## March 11 Decisions

### BY COMMISSION EN BANC

### Modification of License

**WJEL Springfield, Ohio, Champion City Bcstg. Co.**—Granted mod. license to increase power from 500 w to 1 kw D on 1600 kc; engineering conditions (BML-1522).

### Granted CP

**Newcastle Bcstg. Co., Newcastle, Wyo.**—Granted CP for new AM on 1240 kc with 250 w unl (BP-8605).

**A. R. Blossman Inc., Covington, La.**—Granted CP for new AM on 730 kc 250 w D, engineering condition including condition that program tests will not be authorized until WIHL Hammond, La., has ceased operation on 730 kc and station license will not be granted until after WIHL license for operation on another frequency has been granted (BP-8323).

**WSTR Inc., Sturgis, Mich.**—Granted CP for new Class A FM: Ch. 276; ERP 670; 195 ft. ant.; engineering conditions (BPH-1825).

**WATS Sayre, Pa., Thompson K. Cassel**—Granted CP (BP-8331) to change frequency from 1470 to 960 kc, using present power of 1 kw; engineering condition including acceptance of any interference which may be received as a result of the authorization of the facilities presently proposed in application of either Hilltop Management Corp. (BP-8577) or Northern Allegheny Bcstg. Co. (BP-8671) for new facilities in Kane, Pa.

**Prosperity Land Bcstg. Co., Lubbock, Tex.**—Granted CP for new AM on 580 kc 500 w D, DA; engineering conditions (BP-8221).

**WOC Davenport, Iowa, Tri-City Bcstg. Co.**—Granted CP to increase height of one element of directional array and changed DA patterns; engineering conditions. (BP-8636).

### Granted Waiver

**WHYN Holyoke, Mass., Hampden-Hampshire Corp.**—Granted waiver of Sec. 3.30 of rules and granted application (BML-1538) for modification of license to change location of station's main studio to site outside city limits which is not transmitter location.

### Designated for Hearing

**Latrobe Bcstrs., Latrobe, Pa.**—Designated for hearing application (BP-8073) for new AM on 1480 kc 500 w D.

**Darrel E. Yates, Jacksonville, Tex.**—Designated for hearing application (BP-8285) for new AM on 1260 kc 500 w unl. DA.

### Application Granted

**Edwin J. Schuffman, Kinston, N. C.; Wilmington Bcstg. Service, Wilmington, N.C.**—By order, (1) modified action of Jan. 23, 1953, granting application of Schuffman for CP (BP-8438) for new AM on 1230 kc 100 w unl.; engineering conditions, so as to include, in grant, condition that it is subject to acceptance of any interference that may result from proposed operation of Wilmington Bcstg. Service at Wilmington, N. C., on 1230 kc, with ant. height and efficiency not to exceed 175 ft. and 96.5 mv/m at one mile, respectively, if such application (BP-7930) should be subsequently granted; (2) dismissed protest filed by Wilmington seeking such condition to be added to Schuffman grant.

### Protest Dismissed

**WMPS Benton, Ark., WMPS Inc.**—By memorandum opinion and order, dismissed protest filed by WMPS on Feb. 9, 1953, directed against Commission's action of Jan. 16, 1953, granting application (BMP-6073) of Benton Bcstg. Service (KBBA), Benton, Ark., for mod. CP for approval of ant., trans. and studio location.

### Advised of Hearing

**WMAW Menominee, Mich., Green Bay Bcstg. Co.**—Is being advised that application (BMP-6064) to increase power from 100 w to 250 w operating unl. on 1340 kc, indicates necessity of hearing because of objectionable interference and excessive number of people in blanket area.

### License Renewals

Following stations granted renewal of licenses for regular period:

KFTM Fort Morgan, Col.; KRAI Craig, Col.; KRDO Colorado Springs, Col.; KROX Crookston, Minn.; KSJB Jamestown, N. D.; KTLN Denver, Col.; KWNO Winona, Minn.; KXRA Alexandria, Minn.; WKLK Cloquet, Minn.; KFBB Great Falls, Mont.; KLZ and KLZ-FM Denver, Col.; KVOR Colorado Springs, Col.; WNAX Yankton, S. D.; WGBA-FM Columbus, Ga.

### ACTION ON MOTIONS

### By Comr. George E. Sterling

**Chief, Broadcast Bureau**—Granted petition for extension of time from March 10 to March 17, 1953, to file exceptions to the initial decision issued re applications of Aladdin Radio & Television Inc. (Docket 9041, BPCT-426) and that of Denver Television Co., (Docket 10240, BPCT-951) both of Denver, Col.

**Leroy E. Parsons, Chahalis, Wash., Mid-State Bcstg. Co.**—Granted petition of Leroy E. Parsons for dismissal without prejudice of application (Docket 10127, BP-8354); removed from hearing docket application of Mid-State Bcstg. Co. (Docket 10126, BP-8187).

**Sunflower TV Co., Wichita, Kan.**—Granted petition for dismissal without prejudice of application (Docket 10258, BPCT-677).

### By Hearing Examiner Elizabeth C. Smith

**Pioneer Bcstrs. Inc., Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.**—Ordered that further hearing in proceeding for CP's for new television stations on Ch. 6 be continued from March 16 to May 11, 1953, at Washington, D. C. (Dockets 10246, et al).

**Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Television & Bcstg. Co., Portland, Ore.**—Ordered that further hearing in this proceeding for CP's for new television stations on Ch. 12 be continued from April 15 to April 27, 1953, at Washington, D. C. (Dockets 10246, et al).

### By Hearing Examiner H. Gifford Irion

**Highlite Bcstg. Co., Killeen, Tex.** — Granted petition to amend application (Docket 10123, BP-8288) to correct erroneous population count, to bring financial data up-to-date, etc.

### By Hearing Examiner James D. Cunningham

**KOB Albuquerque, N. M., Albuquerque Bcstg. Co., and WABC New York, American Bcstg. Co.** —Granted motions for corrections in various respects in transcript of record of proceeding in matter of KOB's application for extension of SSA (Docket 10336; BSSA-275).

**Chief, Broadcast Bureau, KMYR Bcstg. Co., Metropolitan Television Co., Denver, Col.** — Granted joint motion for extension of time from March 10 to March 30, 1953, for filing proposed findings re applications of KMYR Bcstg. Co. (Docket 9043; BPCT-488) and Metropolitan Television Co. (Docket 10238; BPCT-941).

### By Hearing Examiner Fanney N. Litvin

**KRSD Rapid City, S. D., Heart of the Black Hills Station**—Granted petition to amend application (Docket 10193; BMP 5661) to show changes in height of radiator above base; in type of tower to be used and of studio address, etc., and application, as amended, was removed from hearing docket.

### By Hearing Examiner Thomas H. Donahue

**Harmco Inc., Sacramento, Calif.**—Dismissed as moot request to associate additional engineering information with amendment filed Dec. 12, 1952 (Docket 10295; BPCT-975).

### By Hearing Examiner J. D. Bond

**KFDM Beaumont, Tex., Beaumont Bcstg. Corp.** —Upon motion of respondent KFDM ordered that time within which it or any party to proceeding re applications of Ozarks Bcstg. Co. (KWTO), Springfield, Mo (Docket 8380, BP-5259, BMP-5650, BMP-5930) may submit alternative ant. proposal in accordance with Feb. 13, 1953, memorandum opinion and order be extended to March 25, 1953.

## March 11 Applications

### ACCEPTED FOR FILING

### Modification of CP

**KSCY Searcy, Ark., Mrs. Edith Wood Sweezy**—Mod. CP (BP-8471), as reinstated which authorized new AM, for approval of ant., trans. and studio location (BMP-6149).

**KCLB Warrensburg, Mo., Clinton Bcstg. Co.**—Mod. CP (BP-8454), which authorized new AM, for approval of ant., trans. and studio location (BMP-6145).

### Change Location

**KCOW Alliance, Neb., Sandhills Bcstg. Corp.**—CP to change trans. and studio location (BP-8750).

### Install New Antenna

**KELO Sioux Falls, S. D., Midcontinent Bcstg. Co.**—CP to install new ant. for non-directional operation and mount TV ant. above and change trans. location (BP-8767).

### Renewal of License

**WARC Rochester, N. Y., WARC Inc.**—Requests renewal of license (BR-1906).


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## ANA Prologue

THIS WEEK the Assn. of National advertisers holds its traditional spring meeting at Hot Springs, Va.

These are the men who spend the national advertising dollar. They are interested principally in two targets: (1) preservation of the integrity of their advertising; (2) buying the most advertising for the least expenditure.

Three years ago, at this spring gathering of the men who are responsible for a stubstantial hunk of the $6.5 billion annual advertising bill, the opening gun in the fight for reduction of radio rates was fired. That which has happened in the ensuing months is now lurid history.

On the official agenda, we find no items directed toward the cost of radio. Apparently everyone recognizes that radio is the biggest bargain in advertising—that it reaches most of the people all of the time.

But there are questions on TV which appear on the agenda for the first time. Such as:

Are TV costs getting too high for effective use by advertisers? If so, is there anything that can be done about it?

Are TV stations selling so many spots and hitchhikes that the advertisers' value as well as the public interest is severely strained?

Then there's a full session on "Looking Ahead in Television". Frank Stanton, CBS president, and Frank White, NBC president, are key speakers.

The significant aspect here is that Messrs. Stanton and White are on the program. In some past conventions—notably that momentous one three years ago—there were no spokesmen for the broadcast media. But the newspapers and magazines consistently have been on the agenda.

We have no doubt that during the closed sessions this week all media will get a going-over on rates. But we feel better about the picture for both radio and TV. The other side of the story will be heard. And that story is that TV is a full-blown advertising medium and that radio has suffered far, far less from the incursions of its sister medium than the ANA gloomily assumed three years ago.

## Home Town TV

THE 1952 record of television time sales, reported in this issue, marks the end of an era. It was the last year of the artificial pattern into which the TV system was frozen by the FCC, a pattern of limited competition which naturally was more favorable to the development of national advertising volume than to the expansion of local buying.

Now that new stations are going into operation in quantity, there will be a need for the aggressive exploitation of local possibilities. The figures for 1953 probably will show a better balance among network, spot and local volume than has obtained in the past.

The network and the spot account will, of course, always be basic in television economy, but if the U. S. television structure is to grow to anything like the proportions of radio or the press it must invent the means of providing sound and affordable advertising for the merchants in its own home towns. So far only the first steps have been taken in that direction, since national advertising has been available in comfortable volume for most stations. More and bolder steps will be required in 1953.

## Against Enemy Attack

TOO little attention has been paid to a radio project that will be the very heart of the U. S. communications system if this country is unlucky enough to come under enemy attack.

About 1,000 stations are now cooperating in the Conelrad plan, which, to oversimplify it, is intended to turn the American radio system into a nation-wide civil defense warning and instruction device at time of war. Quite obviously radio will be the only means of reaching the mass of citizens if the U. S. is attacked. Contemporary military tactics are not geared to newspaper deadlines.

Broadcasters have spent an estimated $2 million for equipment conversion necessary to participate in the Conelrad plan.

About a score of high-powered stations now are broadcasting 24 hours a day, only because the Conelrad plan requires a central core of warning stations to be in continuous operation. These and the nearly 1,000 other stations involved in the plan have converted their facilities so that they may first broadcast a warning on their customary frequencies and then may quickly change frequencies to either 1240 or 640 kc, the only two channels on which broadcasting would be done during attack.

Drawn for BROADCASTING • TELECASTING by Sid Hix

*"If I'd known she was such a ham, I'd have given her ether instead of a local."*

To minimize the danger of enemy planes or guided missiles homing on radio waves, stations will go on and off the air irregularly and some will change back and forth from the two attack period frequencies. Additional automatic equipment is needed for this purpose.

The most important point to be made is that this system is ready to operate *now*, which apparently is more than can be said of other elements of the civil defense structure. We venture that if the misfortune of enemy attack does occur, Conelrad will suddenly receive considerably more attention than has been paid it so far.

## From Pillory to Post

AN understandably exercised broadcaster called our attention last week to an editorial in the *Denver Post*. Here's an excerpt:

". . . Look in on any family audience, gathered before the radio receiver or TV screen, of an evening. You are sure to find the evening newspaper as an indispensable adjunct of this family hour. It is the guide to selection—a guide, presumably, to the best, and a guardian against the worst. Without the free service it provides by printing the program logs to vocal and visual entertainment, information, horror or whatever, devotees of those phenomena would have to swivel tuning knobs gropingly, and with considerable exasperation, to escape some peculiarly untasty bit of stuff, in order to find something acceptable in the air-borne jargon of funny or furious performers. . . ."

The *Post* has resurrected what we had supposed was a dead issue. Most progressive newspapers now recognize that it is sound business practice and not philanthropy to publish radio and TV schedules, for they are among the best read features in the paper.

The *Post* ignores the complementary functions of radio-TV and the daily press. The newspaper gains readership and does radio-TV a service by publishing program logs. Radio and television gain audience and in turn help out the newspaper by reminding listeners and viewers to consult their papers for program schedules.

It does not become the *Post* to revive old grudges which have been proved groundless and to suggest that the airwaves are loaded with trivia. Radio, television and the press all perform useful services, each in its unique way. The cause of none of them will be advanced by such carping as the *Post* rather witlessly indulged in.

NOW. . .

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